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ABSTRACT

The use of 35 mm slides in speeches is becoming increasingly popular--good visuals help to demonstrate and clarify ideas presented in a speech as well as retain the interest of the audience. In the style of a programed text this guide details a procedure for designing effective slides for the different formats which can be used. Areas in designing the visuals which are covered include selecting a way to present the point, preparing sketches, developing pictorial or nonpictorial artwork and copy, composing artwork without copy, using photographs with or without copy, designing title sketches, organizing the materials, informing the artist, correcting copy and artwork and checking finished slides.
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U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
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An Instructive Communication

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

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Center for Disease Control
Atlanta, Georgia 30333**

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how to use this guide

This *Guide* is designed to be used each time you want to illustrate material in a formal presentation with 35 mm double-frame slides.

After you have prepared an outline of your speech and have selected the points that need illustration, you have to decide which format to use in each instance — copy (written material) only, drawing, photograph, or a combination of these.

This *Guide* provides a step-by-step procedure for each format. For instance, if you want to design a slide with copy only, you would go through a different procedure than that for a slide with photograph and copy. If you read the steps carefully and follow all instructions, this *Guide* should prove effective in helping you plan illustrations for your presentations.

introduction

The use of visuals when making presentations is becoming increasingly popular. Good visuals help to demonstrate and clarify your ideas as well as retain the interest of the audience; poorly designed visuals have the opposite effect.

A good visual has certain basic qualities:

1. Error free — The visual should contain no mathematical or grammatical errors.
2. Legibility — The visual should not be overcrowded with copy and/or artwork.
3. Proper Use of Color — When color is used for identification purposes, it must be the correct color.

There are two general problems faced by people who design visuals: (1) how to ensure that the contents of the visual

will be accurate and legible, and (2) how to ensure that the rough sketches for the visual will be interpreted correctly by the artist who will produce camera-ready art.

A procedure for overcoming those problems and designing good 35 mm slides is set forth in this *Guide* in step-by-step instructions. In general, the procedure requires that you:

- (1) decide how to present the information on each slide; then carefully examine the way the information is presented;
- (2) produce a rough sketch of each slide;
- (3) meet with an artist to discuss the rough sketches;
- (4) check the copy and artwork the artist produces;
- (5) check the finished slides for legibility.

definitions of terms

As you proceed through this *Guide*, you will find several terms used that may not be familiar to you. To be certain that you understand the terminology, read the following definitions carefully before using the *Guide*.

- | | |
|----------------------|---|
| Artwork | anything (other than copy) to appear on a slide that must be drawn or painted, such as lines and circles as well as realistic or cartoon drawings |
| Camera-ready | artwork and/or copy that is in its final form and will be photographed to make the finished slide |
| Copy | words, letters, or numbers |
| Format/Layout | arrangement of the elements (copy and/or artwork) on the slide |
| Labels | copy with arrows or identifying lines pointing to specific areas of artwork or photographs |
| Rough Sketch | a quick rendering of the proposed layout in which color, illustrations, and copy appear approximately as they will on the finished slide |

Have you already decided which points in your presentation you need to illustrate? If not, do so now.

designing slides

SELECTING A WAY TO PRESENT THE POINT

1. When designing slides, you will need several items to make the rough sketches from which the artist prepares camera-ready material. Assemble these items now:

- a pad of scratch paper
- pencils with erasers
- colored pencils (if your slides will require color)
- a ruler
- copies of the **SKETCH FORM**

You will find a sample Sketch Form in the back of this booklet. Count the number of points you wish to illustrate and make several *more* copies of the Sketch Form than the number of points you have to illustrate (use any duplicating machine or draw them).

2. The first step in designing any slide is to formulate your reason for it; that is, to state the idea you want the slide to illustrate or what effect you want it to have on the audience.

Careful consideration of your material at this point will make all subsequent steps easier.

SELECTING A WAY TO PRESENT THE POINT

For each point you wish to illustrate, do the following:

- A. Write a descriptive paragraph that includes

—your reason or need for the slide—

Example from a presentation on water pollution

I want my audience to see how the use of water helps to purify water. I will show filtration beds (24 inches of graded gravel), the direct water, and what happens to the water.

—the necessary items, parts, colors, etc. that must be included in the slide

Example from a presentation on malnutrition

I want my audience to see the appearance of the eyes with a serious deficiency of Vitamin A. I will show a diagram of a normal eye showing normal size and color and a diseased eye showing swollen and inflamed tissue area.

- B. Check reference material to be certain your statements are valid and up-to-date.

TO PRESENT THE POINT

to illustrate, do the following:

the paragraph that includes

need for the slide

Example from a presentation on water pollution

I want my audience to see how the filtration of water helps to purify it. I will have to show filtration beds (24" of sand and 18" of graded gravel), the direction of the flow of water, and what happens to the impurities in the water.

items, parts, colors, etc. that must
the slide

Example from a presentation on malnutrition

I want my audience to see the characteristic appearance of the eyes when a child has a serious deficiency of Vitamin A. I will want to show a diagram of a normal eye showing normal size and color and a diagram of a diseased eye showing swelling and red inflamed tissue area.

the material to be certain your
valid and up-to-date.

SELECTING A WAY TO PRESENT THE POINT

3. Now, choose one of your points and examine the descriptive paragraph:

—Is there a generally accepted format for presenting information of this type?

—Are there also other effective formats for presenting it? (See chart below for some general suggestions.)

Write down the possibilities if there are several.

TYPES OF FORMATS

MATERIAL TO BE ILLUSTRATED	COPY ONLY	PICTORIAL ARTWORK WITH COPY OR LABELS	NONPICTORIAL ARTWORK WITH COPY	ARTWORK ONLY	PHOTOGRAPH WITH OR WITHOUT COPY OR LABELS
STATISTICAL MATERIAL		Pictograph*	Bar Graph Pie Chart Line Graph Statistical Table		
PROCEDURES OR ABSTRACT IDEAS	Lines of copy	Pictorial examples with explanatory copy	Flow Chart Schematic Diagram Pert Chart Gantt Chart		
OBJECTS OR AREAS		Cross section, side view, or entire object with labels or copy	Map with copy or labels	Cross section, side view, or entire object	Photograph of object or area with or without copy or labels

*Statistical material illustrated by pictorial forms that can vary in size, color, or number to indicate change (e.g., various sizes of baskets of wheat to show grain production).

SELECTING A WAY TO PRESENT THE POINT

4. From what you know about your audience, which of the formats you listed would best communicate the point to them? (For example, to illustrate statistical material to a young audience, you would select a pictograph, perhaps with cartoon figures, instead of using a line graph or statistical table.)

Into which of the following categories does your way of presenting the point fall?

- (a) *Copy (written material) only* —Go to Page 6.
- (b) *Realistic drawing or cartoon drawing and lines of copy (written material)* —Go to Page 10.
- (c) *Realistic drawing or cartoon drawing and copy labeling the drawing with or without a title* —Go to Page 20.
- (d) *Nonpictorial drawing and copy with or without a title.*

Diagram with copy
Bar chart or pie chart with copy
Table with copy
Graph with copy
Map with copy

Go to Page 20.

- (e) *Pictorial or nonpictorial drawing; no copy except for title* —Go to Page 28.
- (f) *Photograph with or without copy* —Go to Page 32.

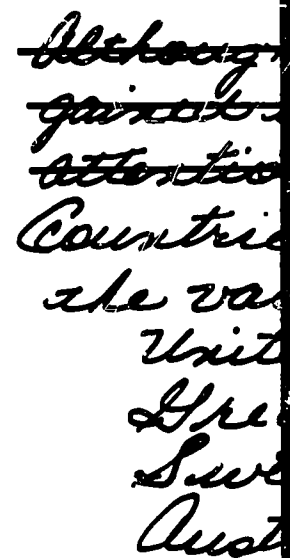
PREPARING SKETCHES (COPY ONLY)

1. Read over the descriptive paragraph to review the items that must be included in the slide.
2. On a piece of scratch paper write out the copy; don't include a title at this point.

Revise as follows:

Mark out any information not essential to the point.

Make the wording as simple and concise as you can. (Remember, the slide is an "aid"; you will be verbally explaining it)



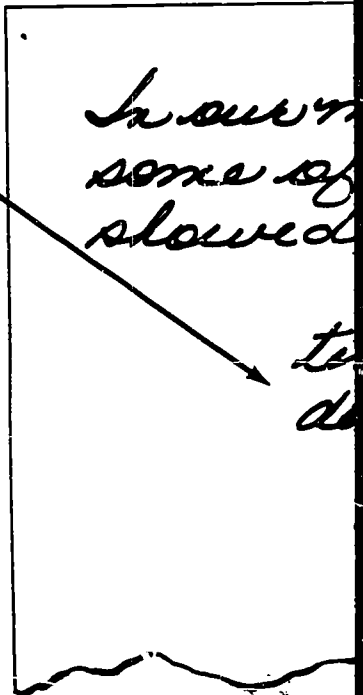
Although
gained
attention
Countries
the rest of
United
Greece
Sweden
Austria

3. Are there any technical terms which a large number of persons in the audience could not define?

YES—Change the technical terms to lay terms
Then continue.

NO—Continue.

EXAMPLE: Audience con



In our
some of
slowed
to
do

COPY ONLY)

graph to review the items
de.

rite out the copy; don't

on not essential to the

ple and concise as you
is an "aid"; you will be

~~Although the vaccine has~~
~~gained world wide~~
~~attention, only some~~
~~Countries are using it.~~
the vaccine:
United States
Great Britain
Sweden
Australia

which a large number of
not define?

cal terms to lay terms

EXAMPLE: Audience consists of the general public.

In our most recent tests,
some of the organisms
showed ancretic tendencies.
↓
tendencies to
destroy animal
tissue.

PREPARING SKETCHES (COPY ONLY)

4. Are there any lay terms which would insult a large number of persons in the audience?

YES—Change to appropriate technical terms

NO—Continue.

5. CHECK for mathematical or grammatical errors now.
6. Rewrite the copy, if necessary, allowing a maximum of six words per line. How many lines are there?

SEVEN

or fewer—Go to Step 8.

MORE

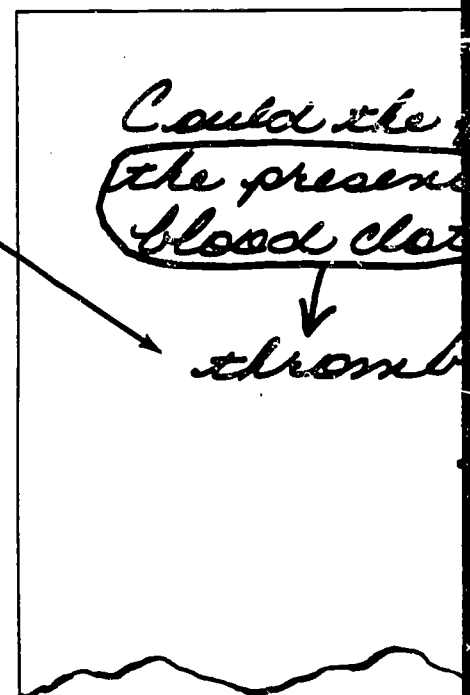
than seven—Too many for one slide.
Continue.

7. Is there an appropriate place to divide the copy so that each part has seven or fewer lines? Try grouping related items and divide between the groups.

YES—Mark the division (each division will be developed as a separate slide)
Go to Step 8; complete the procedure for each division of copy.

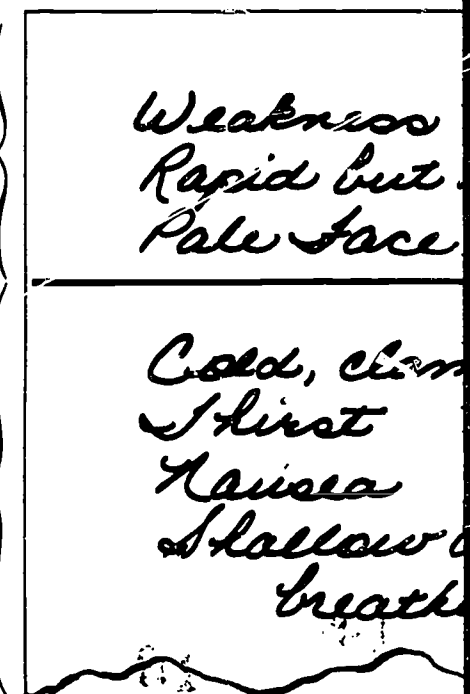
NO—Try revising the copy to seven lines or fewer. If you succeed, go to Step 8; if not, return to Page 4, Step 3, and select another way to present the point.

EXAMPLE: Audience consists of



one
slide

one
slide



OPY ONLY)

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ence?

iate technical terms

rammatical errors now.

y, allowing a maximum
ny lines are there?

8.

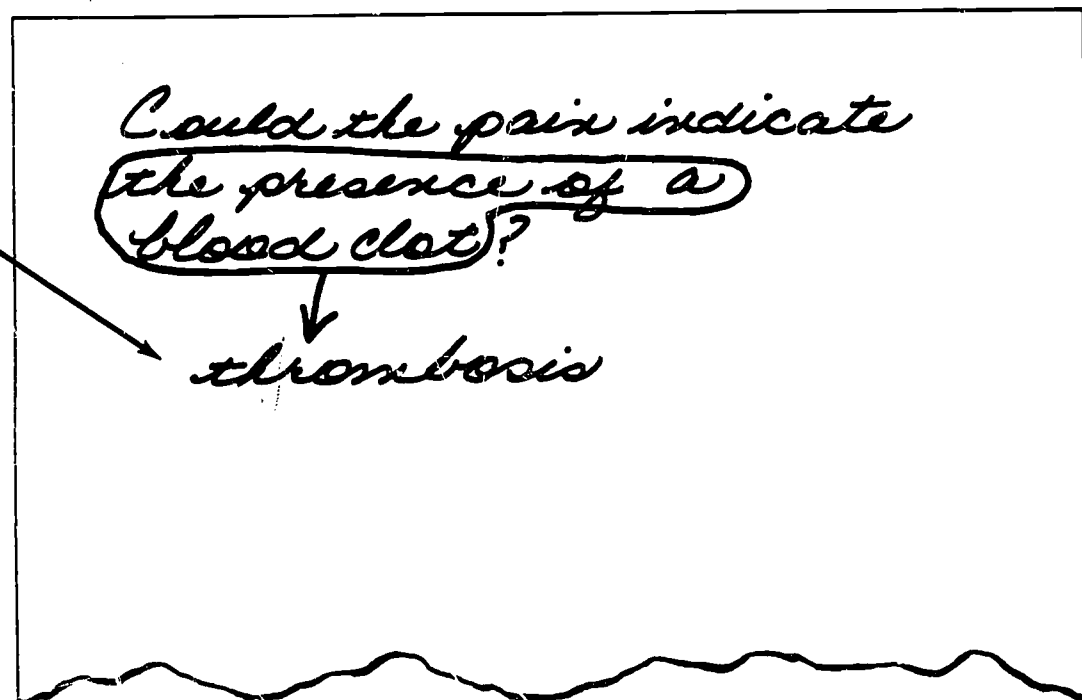
or one slide.

to divide the copy so
wer lines? Try grouping
en the groups.

h (each division will be
parate slide)
omplete the procedure for
opy.

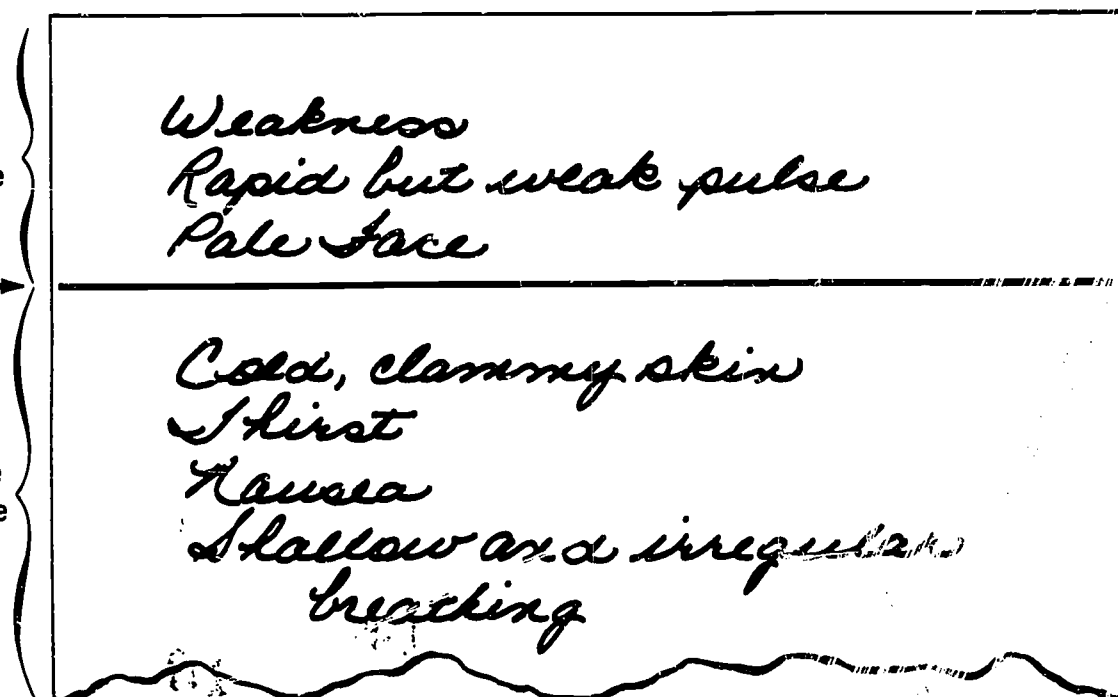
copy to seven lines or
ceed, go to Step 8; if
ge 4, Step 3, and select
esent the point.

EXAMPLE: Audience consists of medical doctors.



one
slide

one
slide



PREPARING SKETCHES (COPY ONLY)

8. You'll need the following things to do the rough sketch that you will submit to the artist:

- the prepared copy
- copies of the Sketch Form
- a pencil
- a typewriter

6"

4"

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

9. Will the slide need a title?

YES—Continue.

NO—Go to Step 11.

10. Compose the title and type it near the top of the 6" x 4" rectangle on the Sketch Form.

IF the title has *more than four words*, use both upper- and lowercase letters

IF the title has four or fewer words, you may use uppercase only.

6"

4"

Changes the Patient

INSTRUCTIONS

S (COPY ONLY)

Following things to do the rough
submit to the artist:

Copy
Sketch Form

le?

11.

and type it near the top of the
Sketch Form.

more than four words, use both
case letters

four or fewer words, you may
ply.

6"

4"

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

6"

4"

Changes the Patient May Notice

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

16

16 A

PREPARING SKETCHES (COPY ONLY)

11. TYPE the copy *double-spaced* in the rectangle of the Sketch Form

6"

Care of Persons Exposed to Diphtheria

Give penicillin by mouth or by injection to 7 days.

Maintain bed rest.

4"

INSTRUCTIONS

12. Have you designed a slide for every one of your points and/or divisions of copy?

YES—Go to Page 50, Step 1.

NO—Return to Page 4 and repeat the design procedure for each remaining point.

LY)

rectangle of the

Copy of Previous Experiment to be repeated

Give permission by marking up by a certain time
the 7 days

Maintain good rest

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

ry one of your

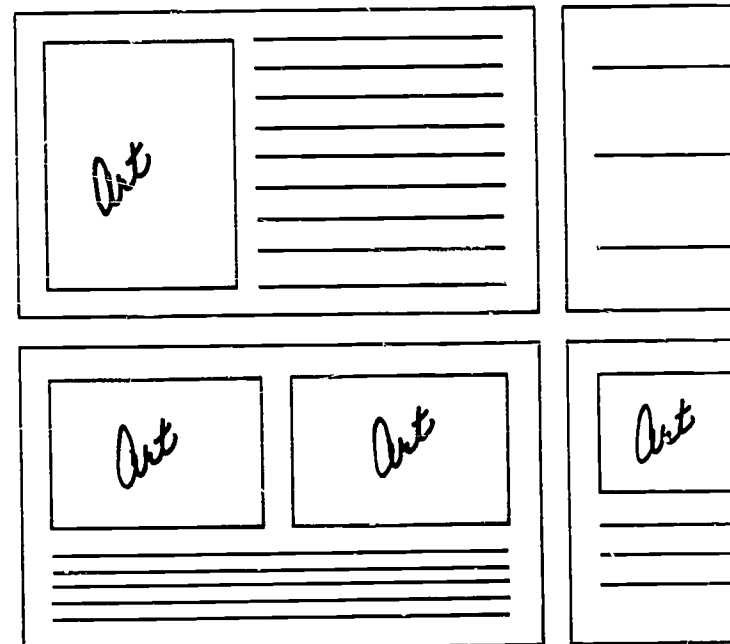
repeat the design
ning point.

PICTORIAL ARTWORK AND COPY IN LINES

Preparing a Rough Layout

1. Read over the descriptive paragraph to get a mental picture of the amount of copy and artwork. Then, on a sheet of scratch paper, block out areas for the artwork and copy. You may try several before you decide on one —————→

If you are unsure which arrangement is best, select one anyway and develop it into a rough sketch. Later you can ask the artist to modify the arrangement as he sees fit.



2. Write out the copy; don't include a title. Revise as follows:

Mark out any information not essential to the point.

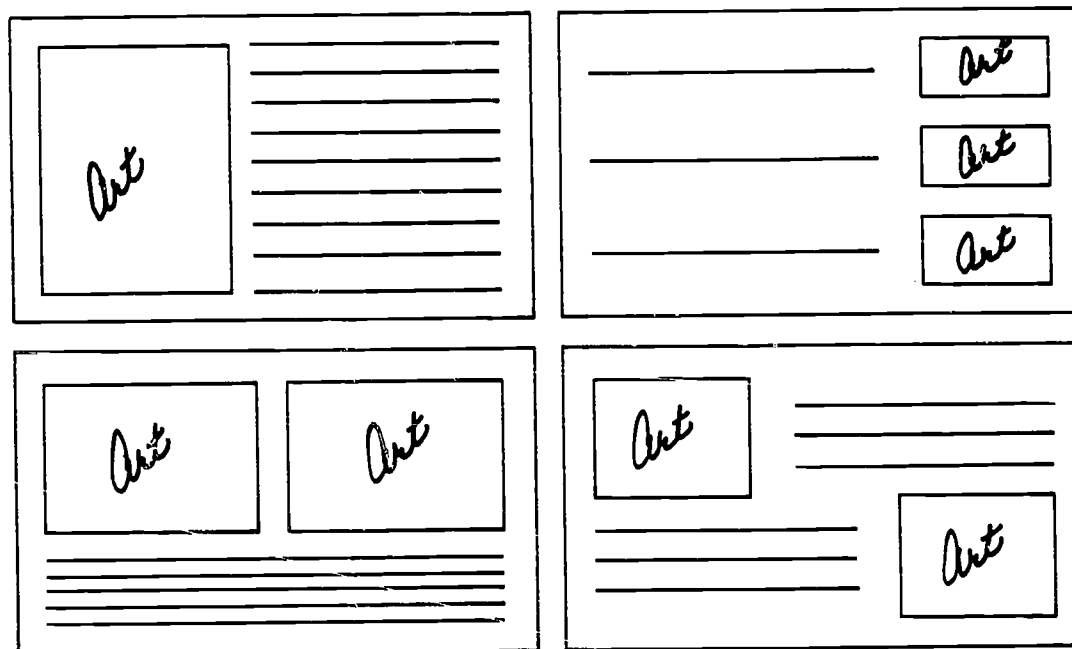
Make the wording as simple and concise as you can. (Remember, the slide is an "aid"; you will be verbally explaining it.) —————→

*Compare the
~~note the appearance~~
streptococci bacteria
left in comparison
the staphylococci
on the right:*

IN LINES

to get a mental
network. Then, on
at areas for the
veral before you

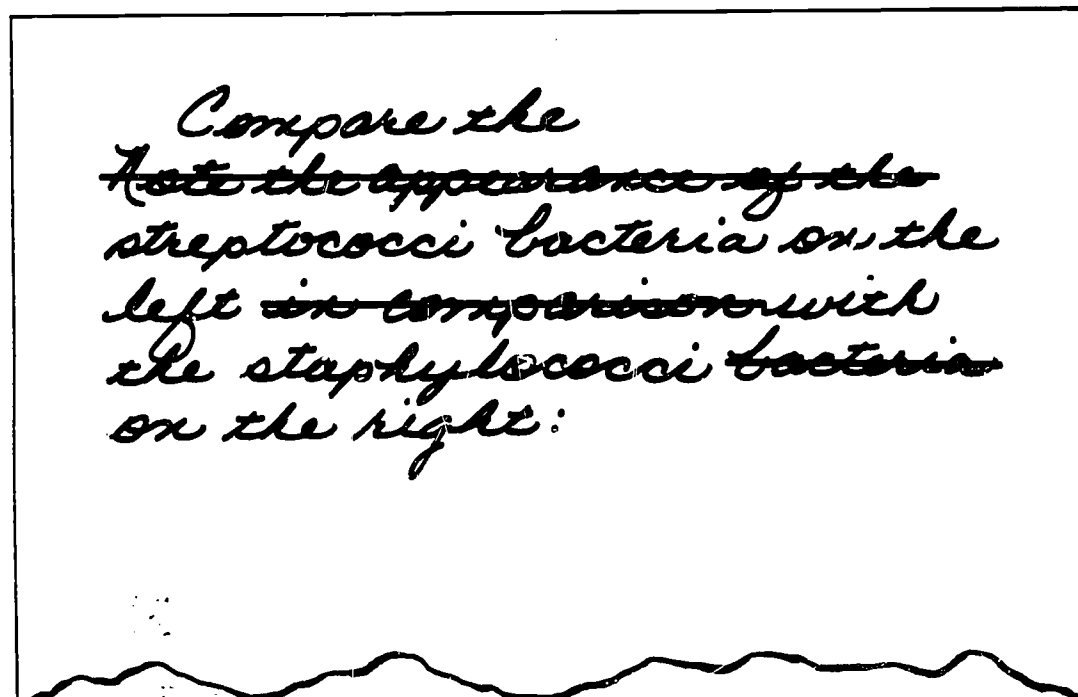
at is best, select
ugh sketch. Later
e arrangement as



a title. Revise as

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nd concise as you
an "aid"; you will



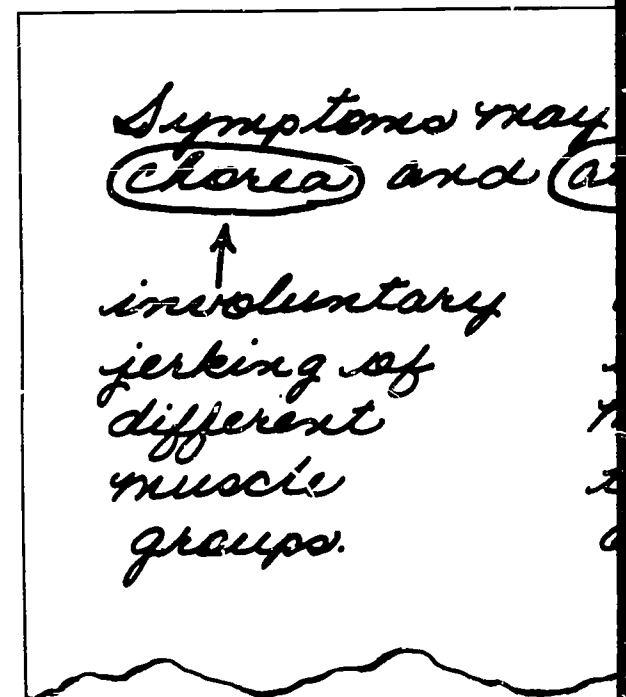
PICTORIAL ARTWORK AND COPY IN LINES

3. Are there any technical terms which a large number of persons in the audience could not define?

YES—Change technical terms to more familiar lay terms—
Then continue.

NO—Continue.

EXAMPLE: Audience consists of the general

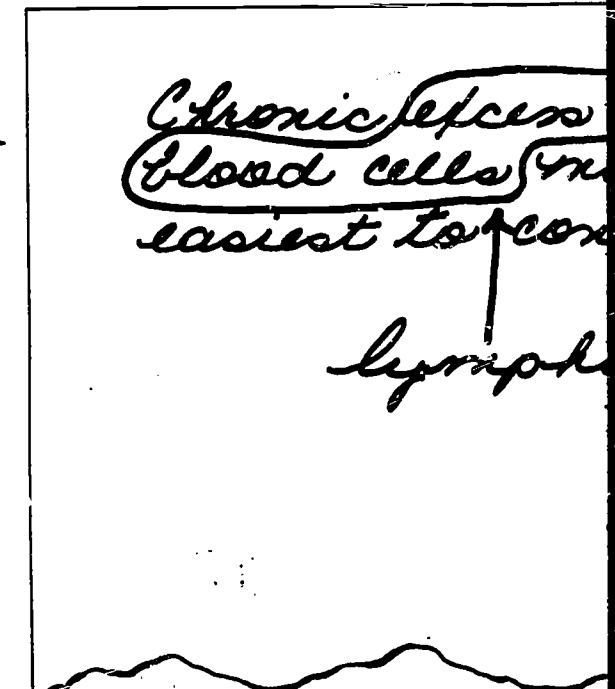


4. Are there any lay terms which would insult a large number of persons in the audience?

YES—Change the lay terms to appropriate technical terms—
Then continue.

NO—Continue.

EXAMPLE: Audience consists of medical d



5. CHECK for mathematical and grammatical errors now.

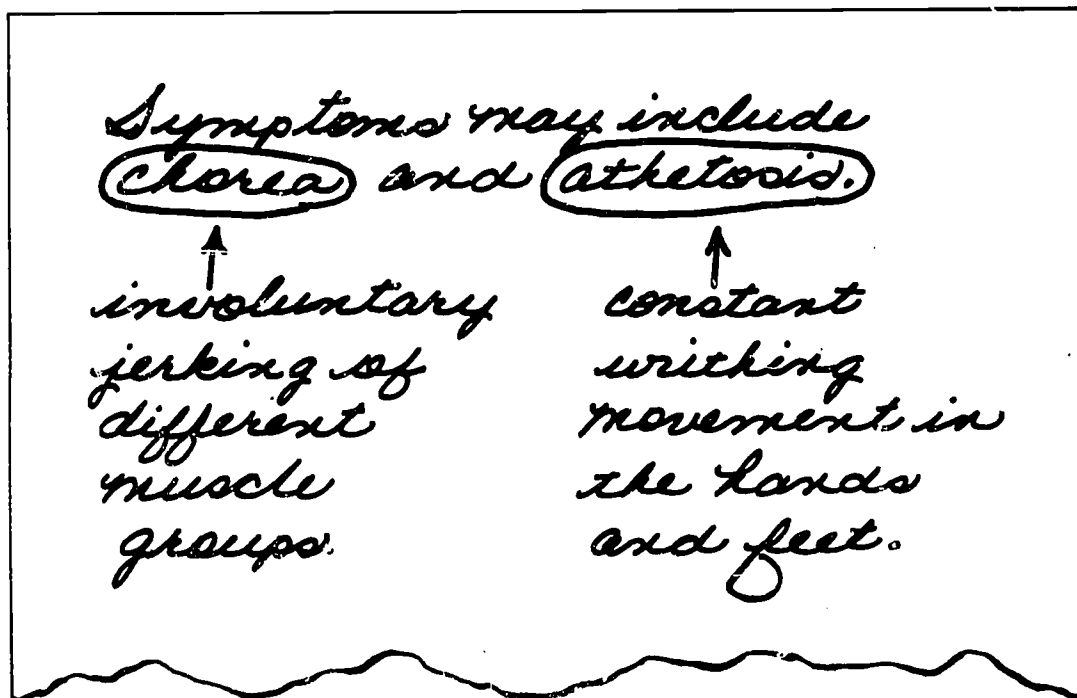
AND COPY IN LINES

terms which a large number
ce could not define?

ical terms to more familiar

ue.

EXAMPLE: Audience consists of the general public.



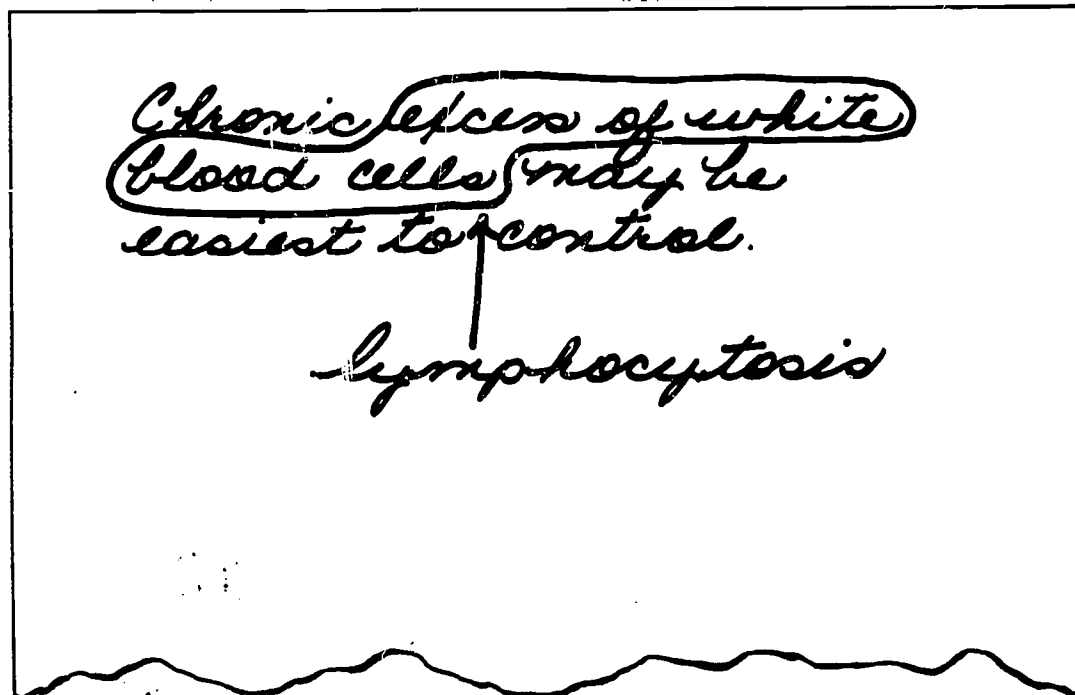
ns which would insult a large
e audience?

e lay terms to appropriate

rms

ue.

EXAMPLE: Audience consists of medical doctors.



tical and grammatical errors

PICTORIAL ARTWORK AND COPY IN LINES

6. Will the ARTWORK TAKE UP HALF OR MORE of the slide?

YES—Continue.

NO—Go to Step 9.

7. Rewrite the copy, if necessary, allowing a maximum of six words per line. How many lines are there?

THREE

or fewer—Go to Step 11.

MORE

than three—Too many for one slide.
Continue.

8. Is there an appropriate place to divide the copy so that each part has three or fewer lines?

YES—Mark the division (each division will be developed as a separate slide) —————→
Then go to Step 11.

NO—Try revising the copy to three or fewer lines. If you succeed, go to Step 11; if not, return to Page 4 and select another way to present the point.

NOTE: The size and complexity of the artwork is the deciding factor for the maximum amount of copy to use. When in doubt, use LESS copy.

one
slide

*On the left is a cross
section of a normal artery.*

one
slide

*On the right is a
cross section of an
artery showing
degenerative changes.*

PICTORIAL ARTWORK AND COPY IN LINES

9. Rewrite the copy, if necessary, allowing a maximum of *six* words per line. How many lines are there?

FOUR
or fewer—Go to Step 11.

MORE
than four—Too many for one slide.
Continue.

10. Is there an appropriate place to divide the copy so that each part has four or fewer lines?

YES—Mark the division (each division will be developed as a separate slide). Then continue.

NO—Try revising the copy to four or fewer lines. If you succeed, go to Step 11; if not, return to Page 4 and select another way to present the point.

NOTE: The size and complexity of the artwork is the deciding factor for the maximum amount of copy to use. When in doubt, use LESS copy.

one
slide

1. *left auricle*

2. *left ventricle*

3. *right ventricle*

4. *right auricle*

5. *aorta*

6. *pulmonary artery*

7. *superior vena cava*

8. *inferior vena cava*

COPY IN LINES

y, allowing a maximum
ny lines are there?

1.

or one slide.

e to divide the copy so
ver lines?

r (each division will be
separate slide). Then

copy to four or fewer
ceed, go to Step 11; if
age 4 and select another
ne point.

of the artwork is the
ximum amount of copy
LESS copy.

one
side

1. *left auricle*

=====

2. *left ventricle*

=====

3. *right ventricle*

=====

4. *right auricle*

=====

5. *aorta*

6. *pulmonary artery*

7. *superior vena cava*

8. *inferior vena cava*

PICTORIAL ARTWORK AND COPY IN LINES

11. Make a rough sketch of the artwork showing only the essential details. Was the copy divided?

YES—Continue.

NO—Go to Step 14.

12. Could the same artwork be used with both divisions of the copy?

YES—Go to Step 14.

NO—Continue.

13. Make rough sketches of the illustrations for *each division* of copy so that only the essential details show.

14. You'll need the following things to do the rough sketch that you will submit to the artist:

- the prepared copy and rough artwork
- copies of the Sketch Form →
- a pencil
- colored pencils
- a typewriter

6"	
4"	
INSTRUCTIONS	
GENERAL:	
CRITICAL COLOR:	
AIDS:	

Y IN LINES

showing only the
d?

th both divisions

strations for *each*
essential details

to do the rough
artist:

n artwork

6"		
4"		TYPE: _____
		NO.: _____
		COPIES: _____
<u>INSTRUCTIONS</u>		
GENERAL:		
CRITICAL COLOR:		
AIDS:		

PICTORIAL ARTWORK AND COPY IN LINES

15. Will the slide need a title?

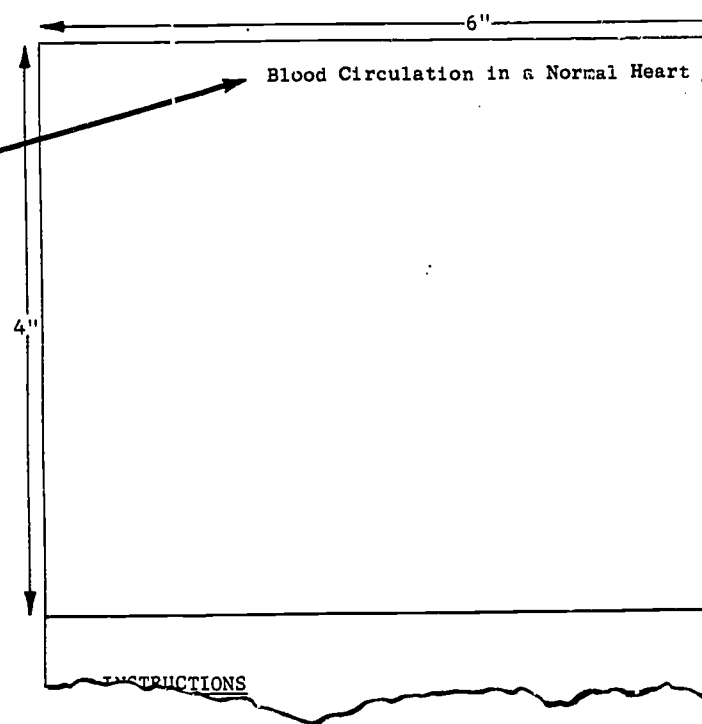
YES—Continue.

NO—Go to Step 17.

16. Compose the title and type it near the top of the 6" x 4" rectangle on the Sketch Form.

IF the title has *more than four* words, use both upper— and lowercase letters

IF it has *four or fewer* words, you may use uppercase only.



COPY IN LINES

it near the top of the
ch Form.

an four words, use both
letters

er words, you may use

6"

Blood Circulation in a Normal Heart

4"

INSTRUCTIONS

TYPE: _____

NO.: _____

COPIES: _____

PICTORIAL ARTWORK AND COPY IN LINES

17. How many illustrations did you prepare?

ONE—Redraw the same rough illustration neatly in the 6" x 4" rectangle of the Sketch Form, allowing space for lines of copy. If there are areas of critical color, shade lightly with appropriate colored pencils. [NOTE: A critical color is a color that must appear a certain way in order for the slide to illustrate the point.]

TWO—Redraw each rough illustration neatly in the 6" x 4" rectangles of separate Sketch Forms. If there are areas of critical color shade lightly with appropriate colored pencils. [NOTE: A critical color is a color that must appear a certain way in order for the slide to illustrate the point.]

18. Are there any areas of critical color (shaded) on your sketches?

YES—In the space labeled "Critical Color" on each Sketch Form, write a description of each shaded area; leave a space after each description

NO—Continue.

INSTRUCTIONS

GENERAL:

CRITICAL COLOR: *Area shaded brown -*
Area shaded green -

AIDS:

PICTORIAL ARTWORK AND COPY IN LINES

19. Should the artist prepare the artwork *exactly* as you have indicated?

YES—Write “Prepare artwork exactly as shown” in the space labeled “General” on the Sketch Form. Then go to Step 21.

NO—Give the artist an idea of how you intend to use the slide and, if possible, the predominant audience level (age group, sex, education) —————→

INSTRUCTIONS

GENERAL: *Audience will be mostly male. I want to compare a normal a diseased artery.*

CRITICAL COLOR:

AIDS:

20. Will the artist need visual aids?

YES—Prepare the aids as follows:

- (a) Large objects: label with your name.
- (b) Photographs: number.
- (c) Small aids: put into a large envelope on which you've written your name.

In the space labeled “Aids” on the Sketch Form, write what each aid is and where the artist can find it —————→

INSTRUCTIONS

GENERAL:

CRITICAL COLOR: *Area shaded yellow-*

AIDS: *Scale of fluid and photographs in brown envelope.*

NO—Continue.

AND COPY IN LINES

the artwork *exactly* as you

are artwork exactly as
the space labeled "General"
Form. Then go to Step 21.

at an idea of how you inter.d
slide and, if possible, the
audience level (age group,

n)

INSTRUCTIONS

GENERAL: *Audience will be mostly male, college-educated.
I want to compare a normal artery with
a diseased artery.*

CRITICAL COLOR:

AIDS:

aids?

aids as follows:

jects: label with your name.

phs: number.

ls: put into a large envelope
you've written your name.

be labeled "Aids" on the
write what each aid is and
st can find it

INSTRUCTIONS

GENERAL:

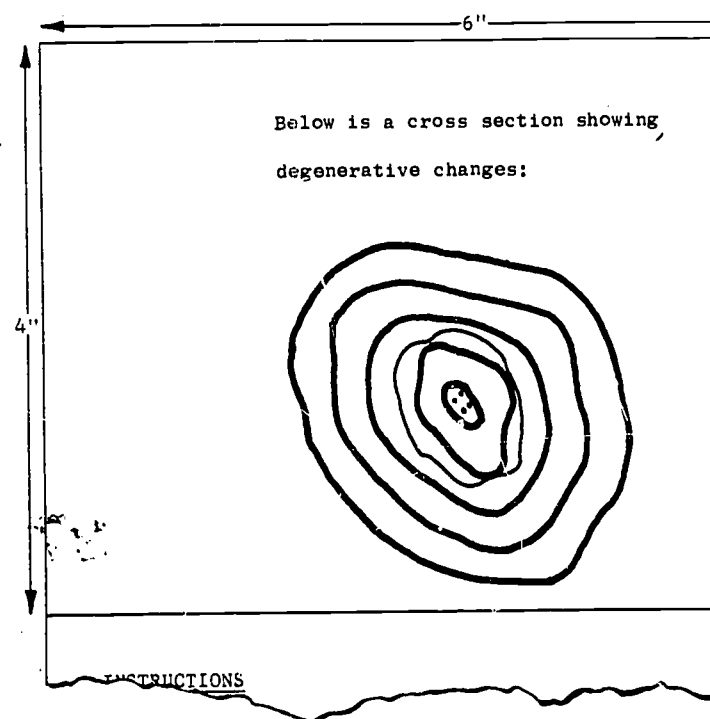
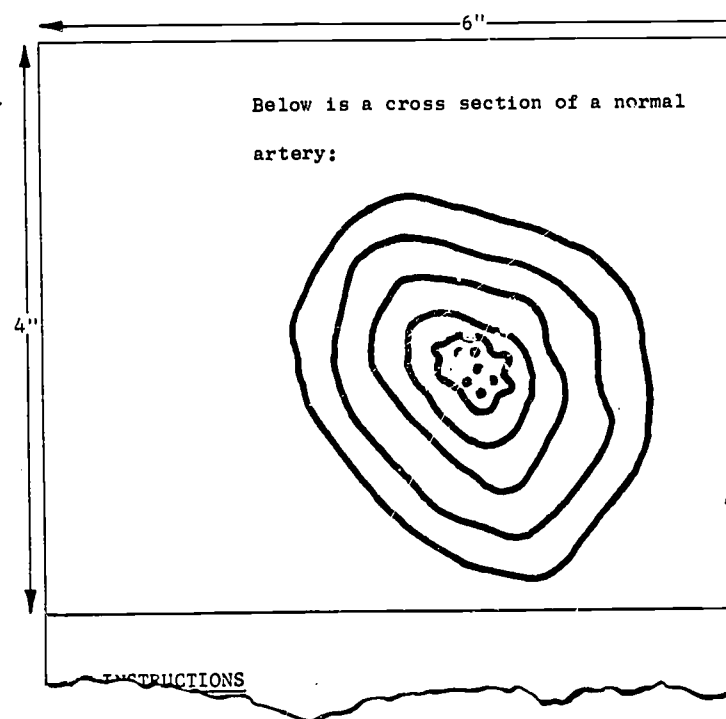
CRITICAL COLOR: *Area shaded yellow-*

AIDS: *Scale of fluid and photograph #6 - in large
brown envelope.*

25

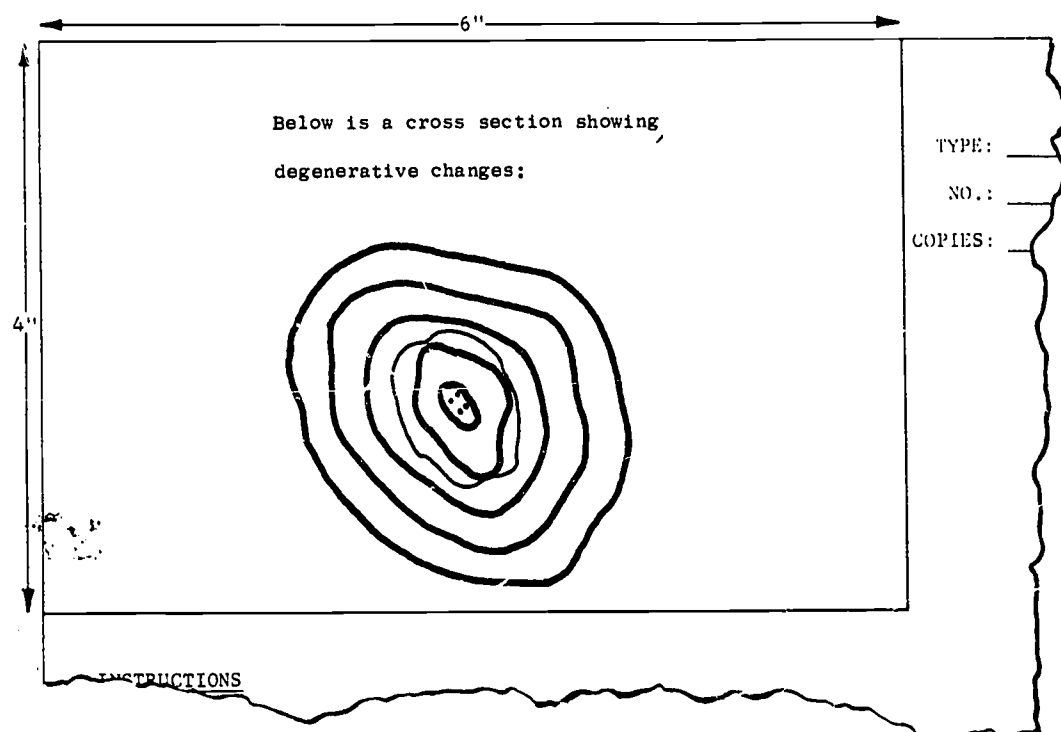
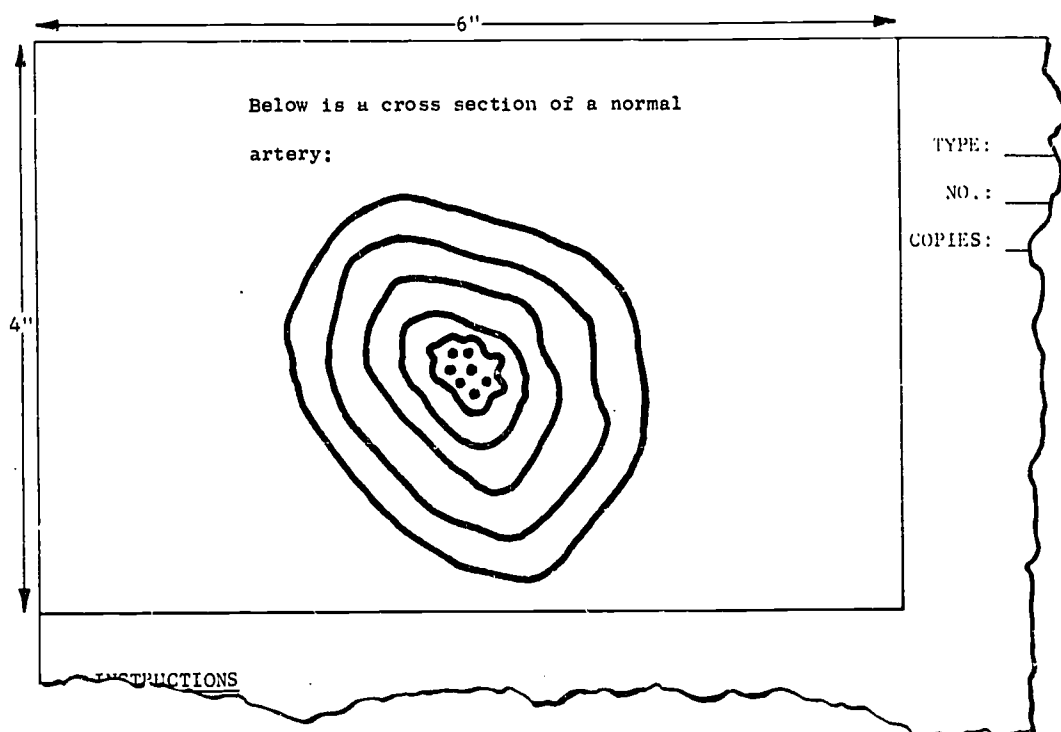
PICTORIAL ARTWORK AND COPY IN LINES

21. Type the appropriate copy, *double-spaced*, in the rectangle of the Sketch Form (or Forms if the copy was divided)



OPY IN LINES

ble-spaced, in the
Forms if the copy



PICTORIAL ARTWORK AND COPY IN LINES

22. Have you designed a slide for every one of your points and/or divisions of copy?

YES—Go to Page 49.

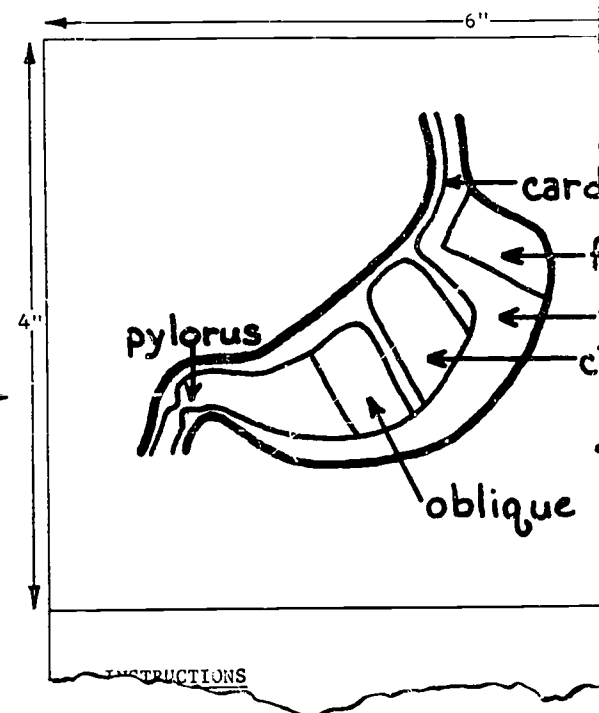
NO—Return to Page 4 and repeat the design procedure for each remaining point.

PICTORIAL OR NONPICTORIAL ARTWORK WITH COPY OR LABELS

1. Read over the descriptive paragraph to get a mental picture of the artwork and copy or labels. On a piece of scratch paper, draw the basic lines of the artwork in pencil; add only essential details.

2. Write in the copy; do not include a title at this point.

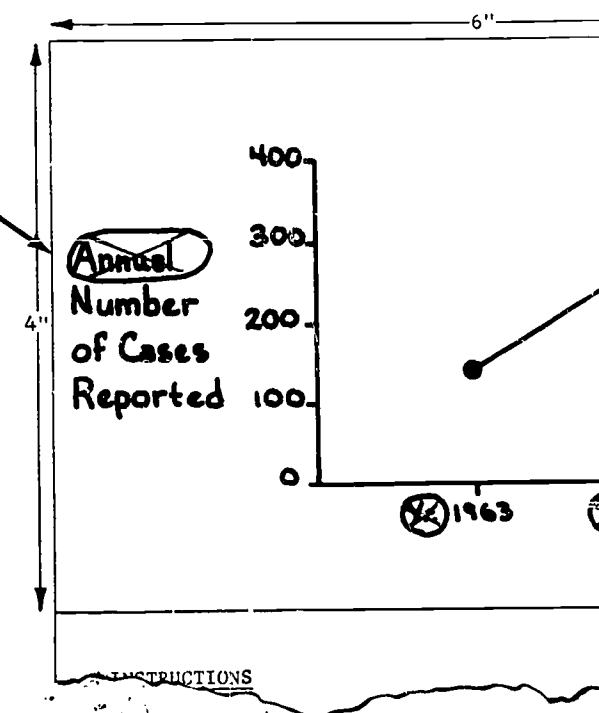
If you are using labels, draw the lines or arrows carefully, being certain they point to the appropriate area in the artwork



3. Revise the copy as follows:

Mark out any information not essential to the point

Make the wording as simple and concise as you can.

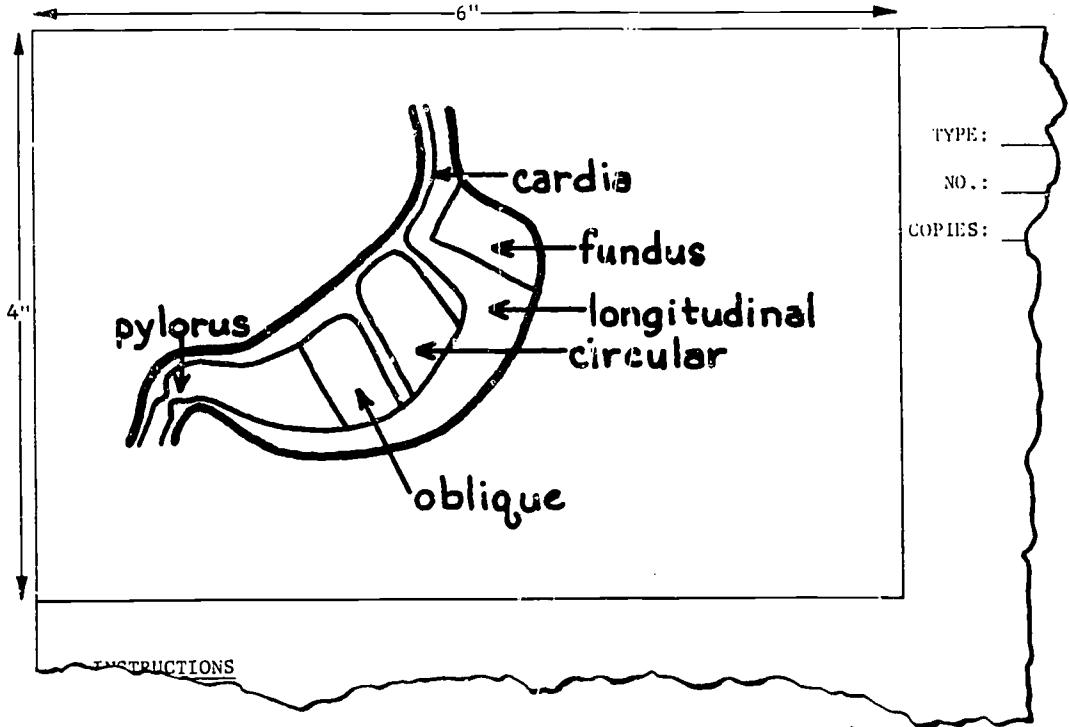


ARTWORK

aph to get a mental
or labels. On a piece
lines of the artwork
S.

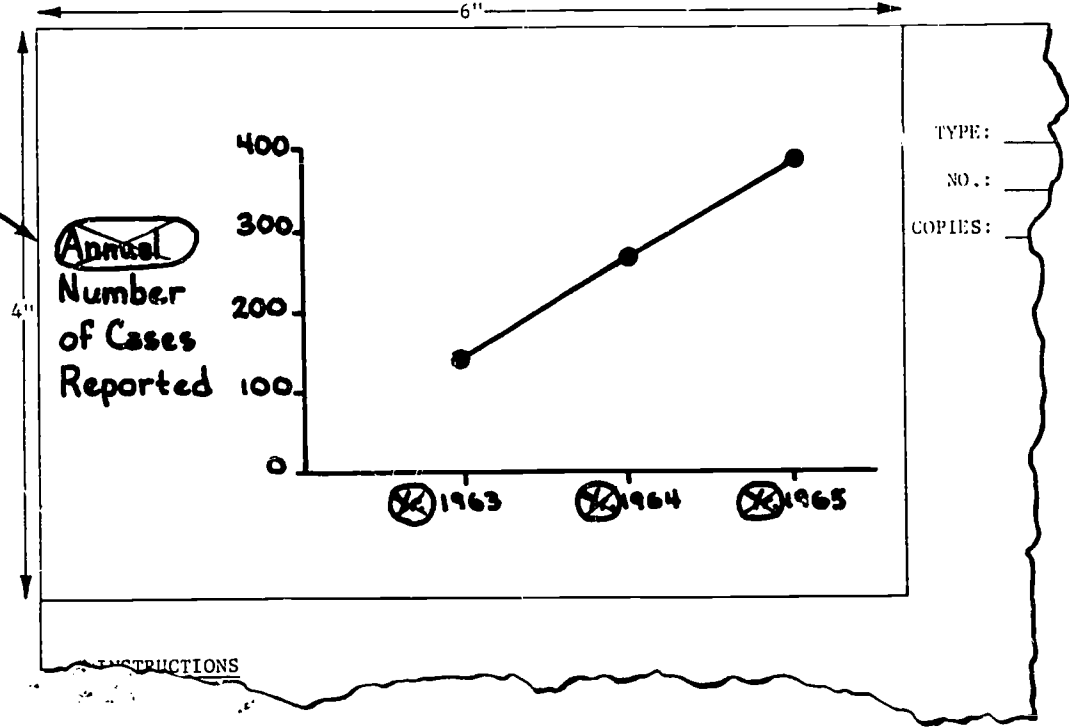
a title at this point.

he lines or arrows
t to the appropriate



not essential to the

e and concise as you



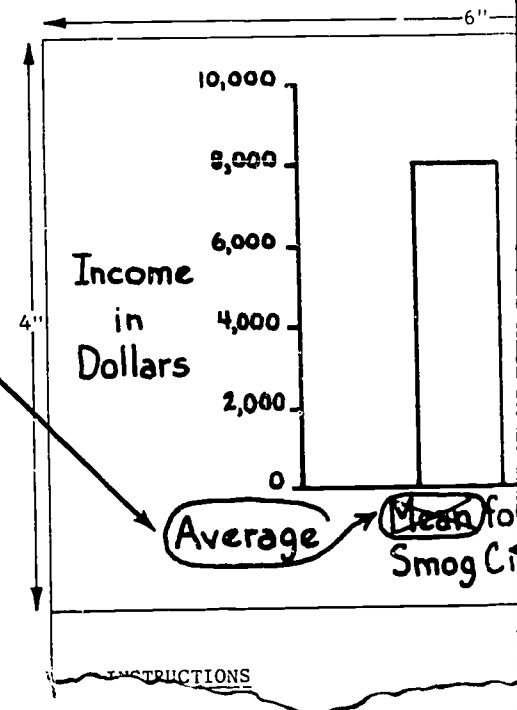
PICTORIAL OR NONPICTORIAL ARTWORK WITH COPY OR LABELS

4. Are there any technical terms which a large number of persons in the audience could not define?

YES—Change the technical terms to lay terms
Then continue.

NO—Continue.

EXAMPLE: Audience consists of the

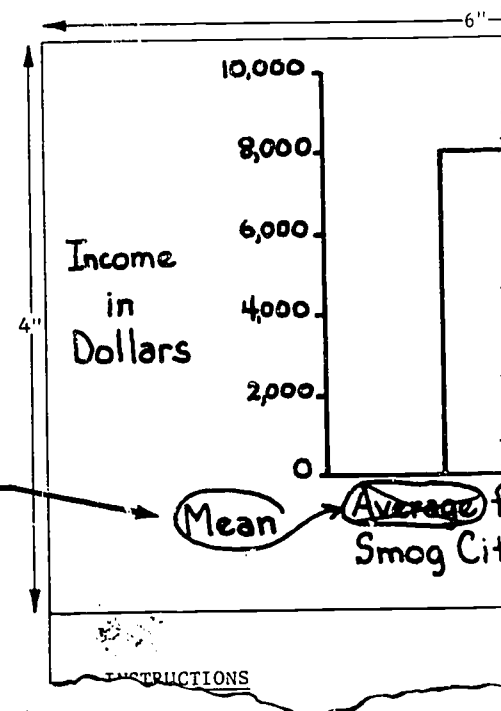


5. Are there any lay terms which would insult a large number of persons in the audience?

YES—Change them to appropriate technical terms
Then continue.

NO—Continue.

EXAMPLE: Audience consists of sta



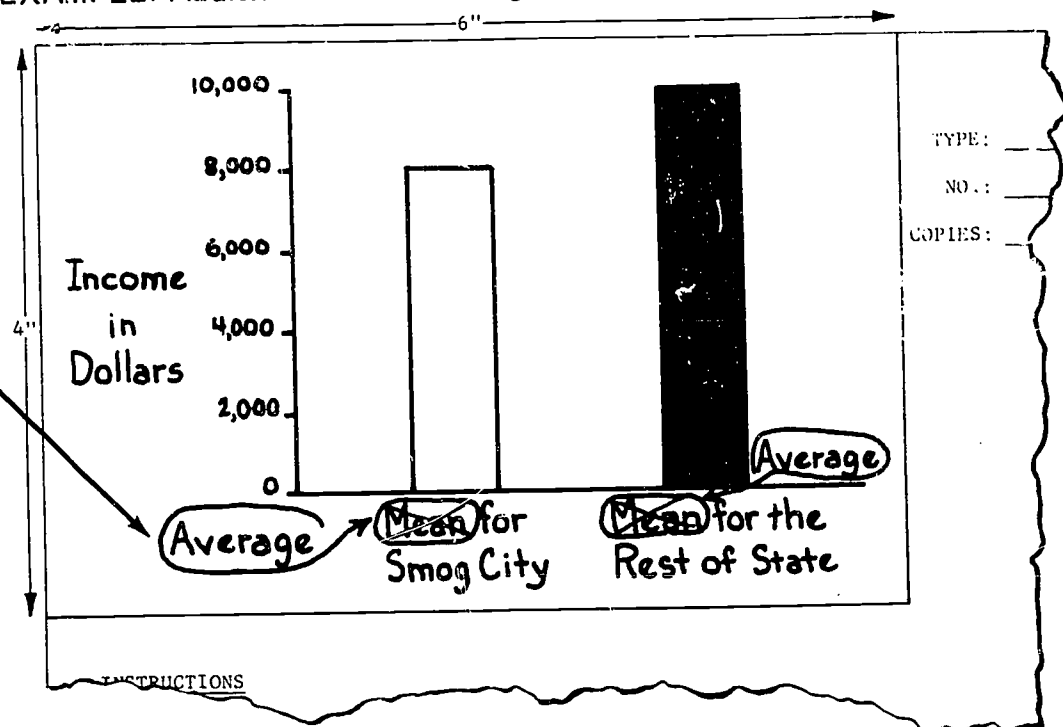
6. CORRECT any mathematical or grammatical errors now.

ORIAL ARTWORK

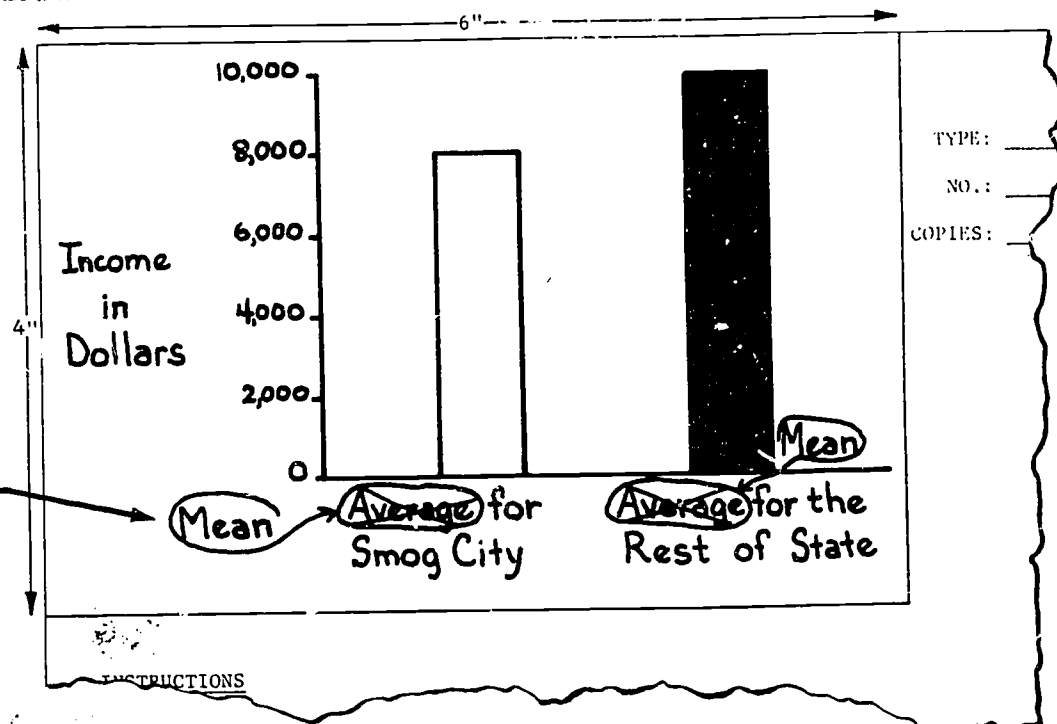
terms which a large number
could not define?

technical terms to lay terms
e.

EXAMPLE: Audience consists of the general public.



EXAMPLE: Audience consists of statisticians.



s which would insult a large
e audience?

m to appropriate technical

ue.

matrical or grammatical errors

PICTORIAL OR NONPICTORIAL ARTWORK WITH COPY OR LABELS

7. How many words and numbers are there?

30
or fewer—Go to Step 10.

MORE
than 30—Too many for one slide.
Continue.

8. Is there an appropriate place to divide the copy so that each part has 30 or fewer words and numbers?

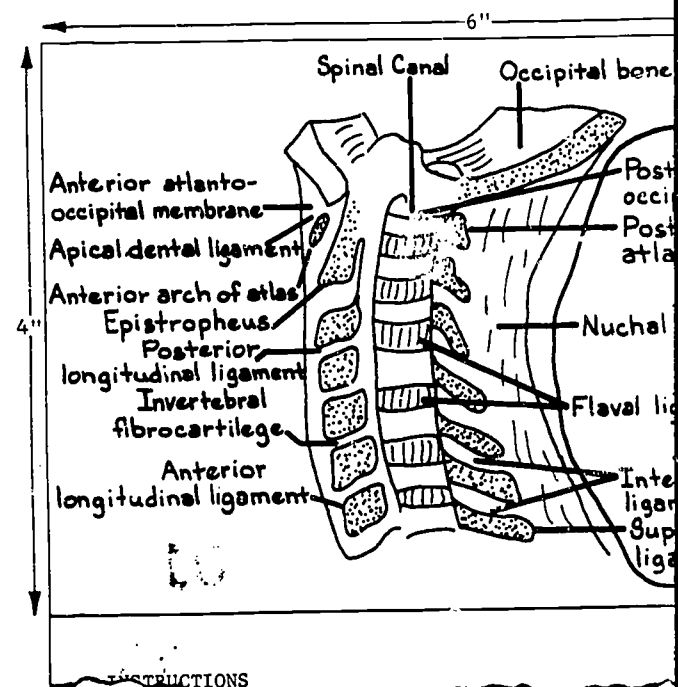
YES—Mark the division (each division will be developed as a separate slide)——
Then continue.

NO—Try revising the copy to 30 or fewer words and numbers. If you succeed, go to Step 10; if not, return to Page 4 and select another way to present the point.

9. Because the copy was divided, the artwork may now be inappropriate for both divisions of the copy.

NOT APPROPRIATE—Redraw the rough artwork so that there is an appropriate illustration or diagram for each division of copy; then write the copy that goes with each illustration or diagram.

APPROPRIATE—You will use the artwork with both divisions of copy; continue.



30

ORIAL ARTWORK

bers are there?

10.

for one slide.

face to divide the copy so
over words and numbers?

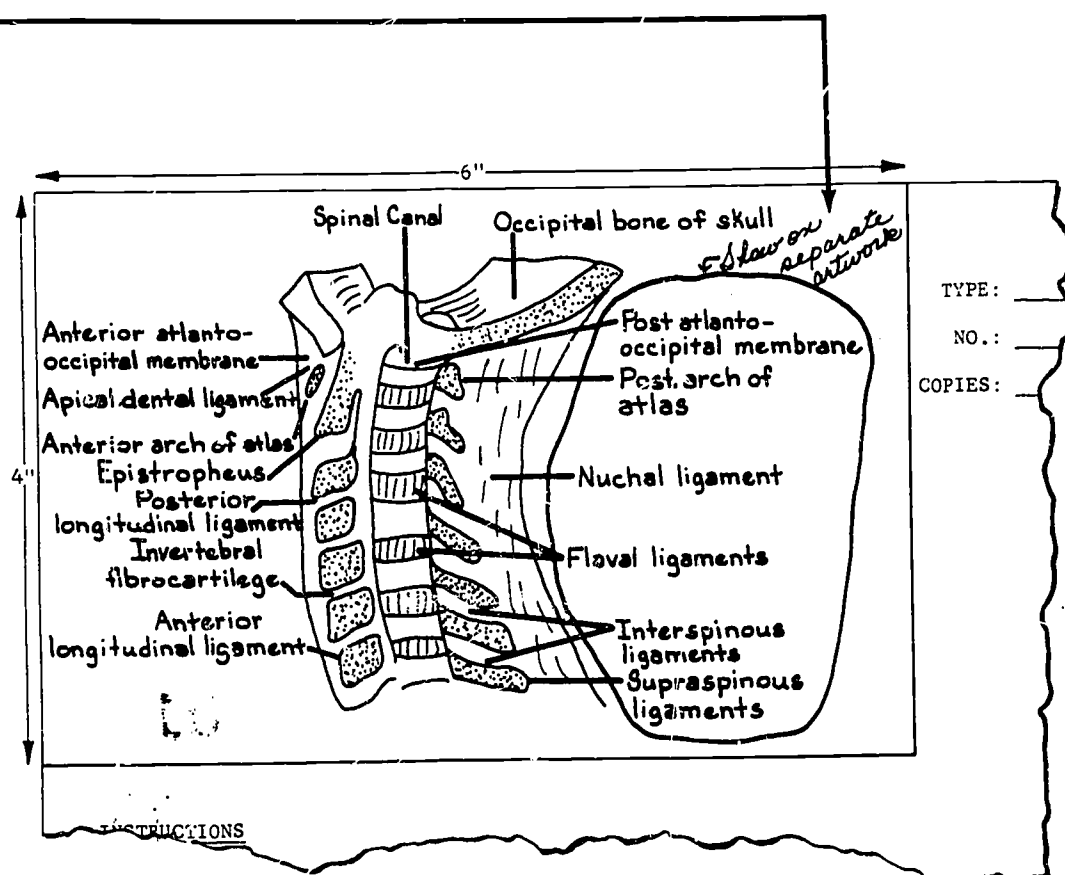
sion (each division will be
separate slide)

the copy to 30 or fewer
members. If you succeed, go to
not, return to Page 4 and
way to present the point.

vided, the artwork may now
divisions of the copy.

edraw the rough artwork so
at there is an appropriate
stration or diagram for each
ision of copy; then write
copy that goes with each
stration or diagram.

u will use the artwork with
th divisions of copy; contin-



**PICTORIAL OR NONPICTORIAL ARTWORK
WITH COPY OR LABELS**

10. You'll need the following things to do the rough sketch that you will submit to the artist:

- the prepared copy and rough artwork
- copies of the Sketch Form
- a pencil
- colored pencils
- a typewriter

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

NONPICTORIAL ARTWORK LABELS

the following things to do the rough
will submit to the artist:

pared copy and rough artwork
of the Sketch Form

pencils
riter

6"	
4"	
<div>TYPE: _____</div> <div>NO.: _____</div> <div>COPIES: _____</div>	
<u>INSTRUCTIONS</u>	
GENERAL:	
CRITICAL COLOR:	
AIDS:	

PICTORIAL OR NONPICTORIAL ARTWORK WITH COPY OR LABELS

11. Will the slide need a title?

YES—Continue.

NO—Go to Step 13.

12. Compose the title and type it near the top of the 6" x 4" rectangle on the Sketch Form.

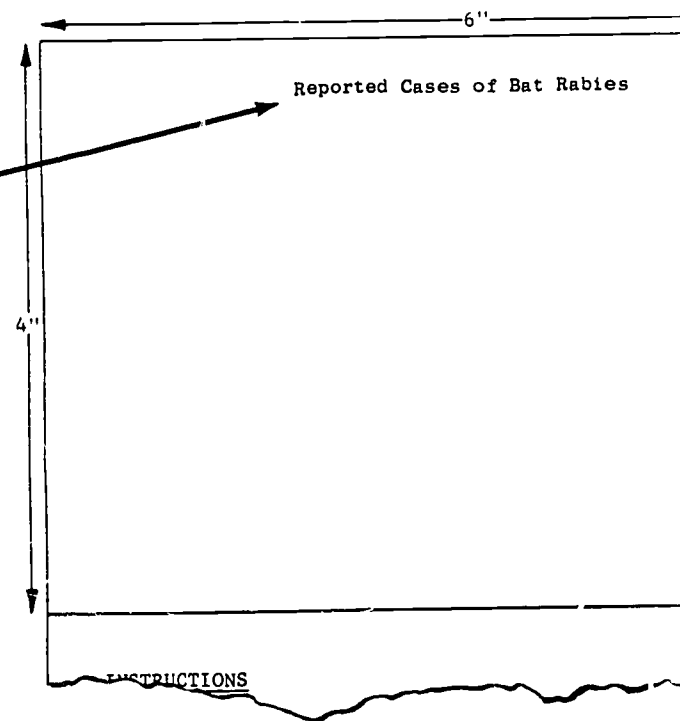
IF the title has *more than four* words, use both upper— and lowercase letters—

IF it has four or fewer words, you may use uppercase only.

13. Did you revise the artwork because the copy was divided?

YES—Redraw each piece of artwork neatly in the rectangles of separate Sketch Forms. Shade areas of critical color lightly with appropriate colored pencils. [NOTE: a critical color is a color which must appear a certain way on the slide in order to illustrate the point.]

NO—Redraw the entire artwork neatly in the 6" x 4" rectangles of each Sketch Form. Shade areas of critical color lightly with appropriate colored pencils. [NOTE: a critical color is a color which must appear a certain way on the slide in order to illustrate the point.]



AL ARTWORK

it near the top of the
Form.

in four words, use both
letters—

r words, you may use

because the copy was

ce of artwork neatly in
separate Sketch Forms.
ritical color lightly with
ed pencils. [NOTE: a
olor which must appear
the slide in order to
t.]

artwork neatly in the
s of each Sketch Form.
ritical color lightly with
ed pencils. [NOTE: a
olor which must appear
the slide in order to
t.]

The diagram shows a rectangular sketch form with a width of 6" and a height of 4". The title "Reported Cases of Bat Rabies" is written at the top center. On the right side, there are three labels: "TYPE:", "NO.:", and "COPIES:", each followed by a horizontal line for writing. At the bottom left corner, the word "INSTRUCTIONS" is written. A line with an arrow points from the text "in four words, use both letters—" to the top left corner of the sketch form.

PICTORIAL OR NONPICTORIAL ARTWORK WITH COPY OR LABELS

14. Are there any areas of critical color (shaded) on your Sketch Forms?

YES—In the space labeled “Critical Color” on each Sketch Form, write a description of each shaded area; leave a space after each description

NO—Continue.

INSTRUCTIONS

GENERAL:

CRITICAL COLOR: *Area shaded brown*
Area shaded blue-green

AIDS:

15. Should the artist prepare the artwork *exactly* as you have indicated?

YES—Write “Prepare artwork exactly as shown” in the space labeled “General” on the Sketch Form; then go to Step 17.

NO—Give the artist an idea of how you intend to use the slide and, if possible, the predominant audience level (age group, sex, education)

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

Audience will be a mixed
Slide must show food
food slicer, knife, and

RIAL ARTWORK

al color (shaded) on your

eled "Critical Color" on
m, write a description of
a: leave a space after each

INSTRUCTIONS

GENERAL:

CRITICAL COLOR: *Area shaded brown -*
Area shaded blue-green -

AIDS:

the artwork *exactly* as you

the artwork exactly as
space labeled "General"
Form; then go to Step 17.

an idea of how you intend
ide and, if possible, the
audience level (age group,

INSTRUCTIONS

GENERAL: *Audience will be a mixed group of food handlers.
Slide must show food preparation areas, a
food slicer, knife, and container.*

CRITICAL COLOR:

AIDS:

PICTORIAL OR NONPICTORIAL ARTWORK WITH COPY OR LABELS

16. Will the artist need visual aids?

YES—Prepare the aids as follows:

- (a) Large objects: label with your name.
- (b) Photographs: number.
- (c) Small aids: put into a large envelope on which you've written your name.

In the space labeled "Aids" on the Sketch Form, write what each aid is and where the artist can find it

NO—Continue.

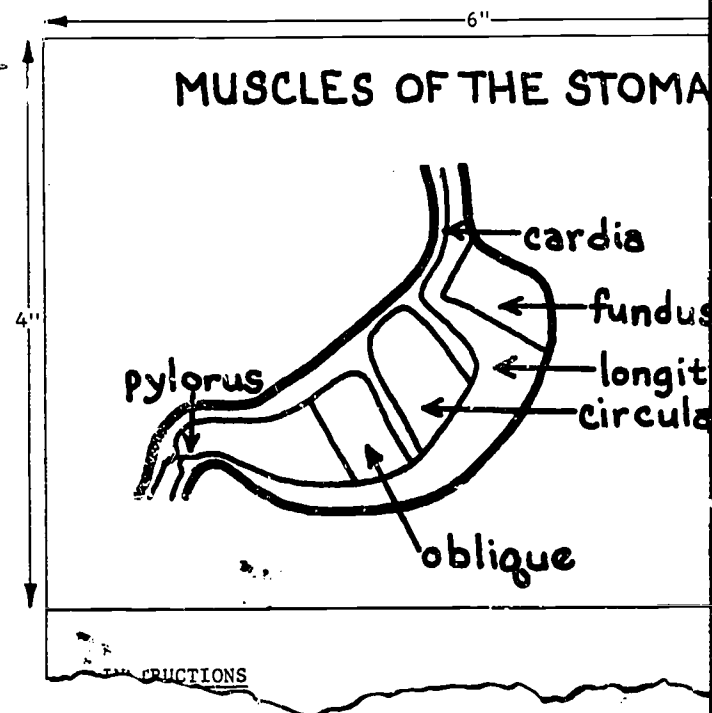
INSTRUCTIONS

GENERAL:

CRITICAL COLOR: *Area shaded brown-*
Area shaded blue green-

AIDS: *Photograph #2 in brown envelope*

17. Type or print each division of copy in the appropriate 6" x 4" rectangle of the Sketch Forms



WORK

your name.

large envelope
your name.

ids" on the
ch aid is and

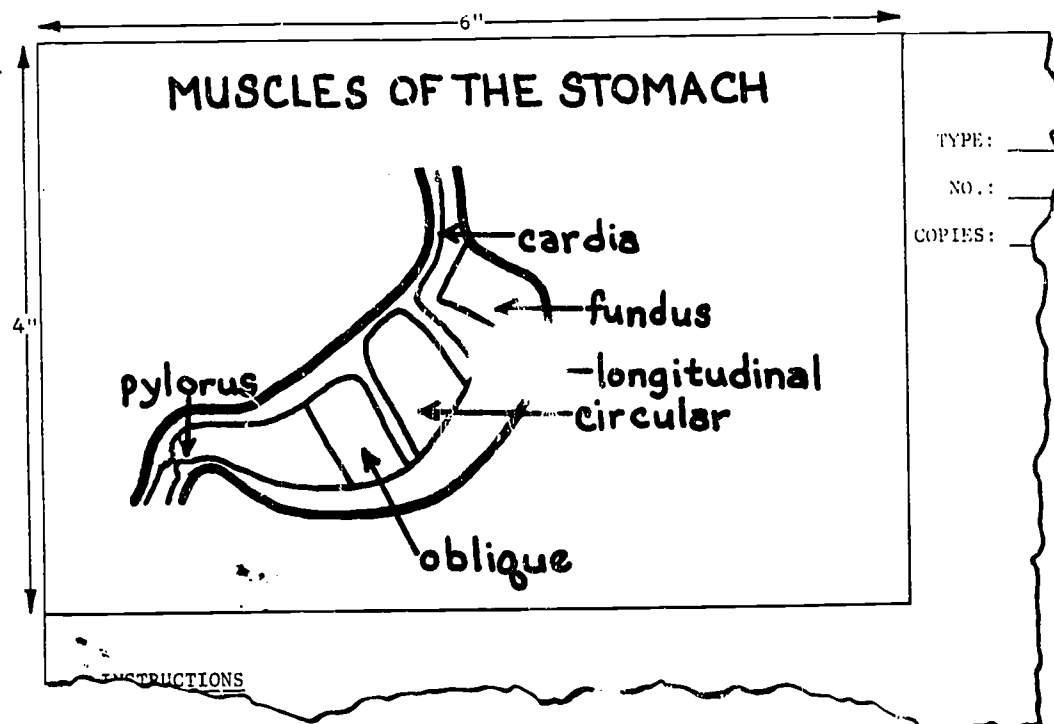
ne appropriate

INSTRUCTIONS

GENERAL:

CRITICAL COLOR: *Area shaded brown -*
Area shaded blue green -

AIDS: *Photograph #2 in brown envelope.*



**PICTORIAL OR NONPICTORIAL ARTWORK
WITH COPY OR LABELS**

18. Have you designed a slide for every one of your points and/or divisions of copy?

YES—Go to Page 49.

NO—Return to Page 4, Step 3 and repeat the design procedure for each remaining point.

ARTWORK—NO COPY

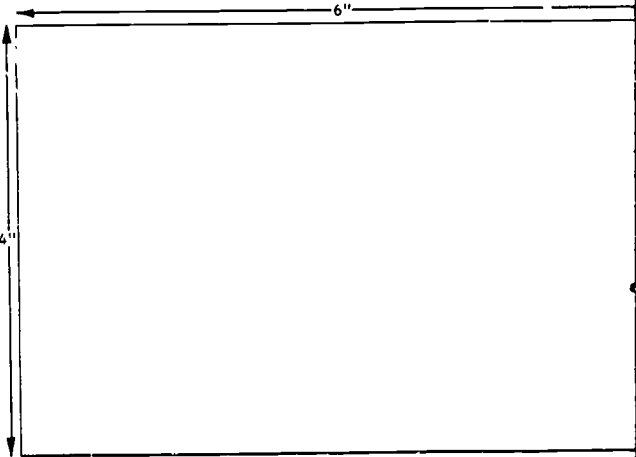
1. Read over the descriptive paragraph to get a mental picture of the artwork. On a piece of scratch paper, make a rough sketch in pencil of the artwork, showing only the essential lines and details.
2. You'll need the following things to do the rough sketch that you will submit to the artist:

- the rough artwork
- copies of the Sketch Form
- a pencil
- colored pencils
- a typewriter

3. Will the slide need a title?

YES—Continue.

NO—Go to Step 5.



INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

graph to get a mental
piece of scratch paper,
encil of the artwork,
and details.

ings to do the rough
the artist:

rm →

6"	
4"	
<p>TYPE: _____</p> <p>NO.: _____</p> <p>COPIES: _____</p>	
<p><u>INSTRUCTIONS</u></p> <p>GENERAL:</p> <p>CRITIC & COLOR:</p> <p>AIDS:</p>	

ARTWORK—NO COPY

4. Compose the title and type it near the top of the 6" x 4" rectangle on the Sketch Form.

IF the title has *more than four* words, use both upper- and lowercase letters

IF it has four or fewer words, you may use uppercase only.

5. Redraw the rough artwork neatly in the rectangle of the Sketch Form. If your first illustration is neat enough, cut it out and tape it in the rectangle. Shade areas of critical color lightly with appropriate colored pencils. [NOTE: a critical color is a color that must appear a certain way on a slide in order for the slide to illustrate the point.]

6. Are there any areas of critical color (shaded) on your sketch?

YES—In the space labeled "Critical Color" on the Sketch Form, write a description of each shaded area; leave a space after each description

NO—Continue.

37

The diagram illustrates the layout of the Sketch Form. It features a large rectangle labeled "6" x 4" with dimensions indicated by arrows. Inside this rectangle, the title "EEG of Patient Experiencin" is written at the top. Below the rectangle, there is a section labeled "INSTRUCTIONS" which contains the following text:

INSTRUCTIONS
 GENERAL:
 CRITICAL COLOR: *Area shaded pe*
Area shaded s
 AIDS:

Place it near the top of the
Form.

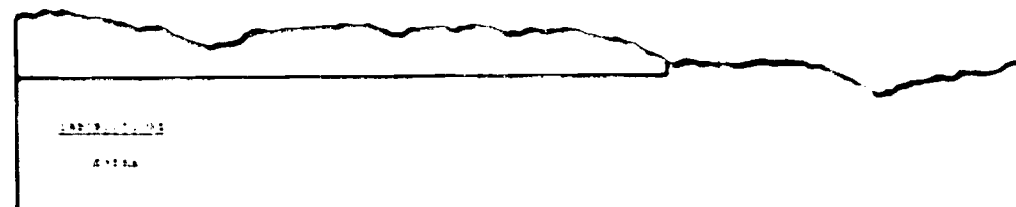
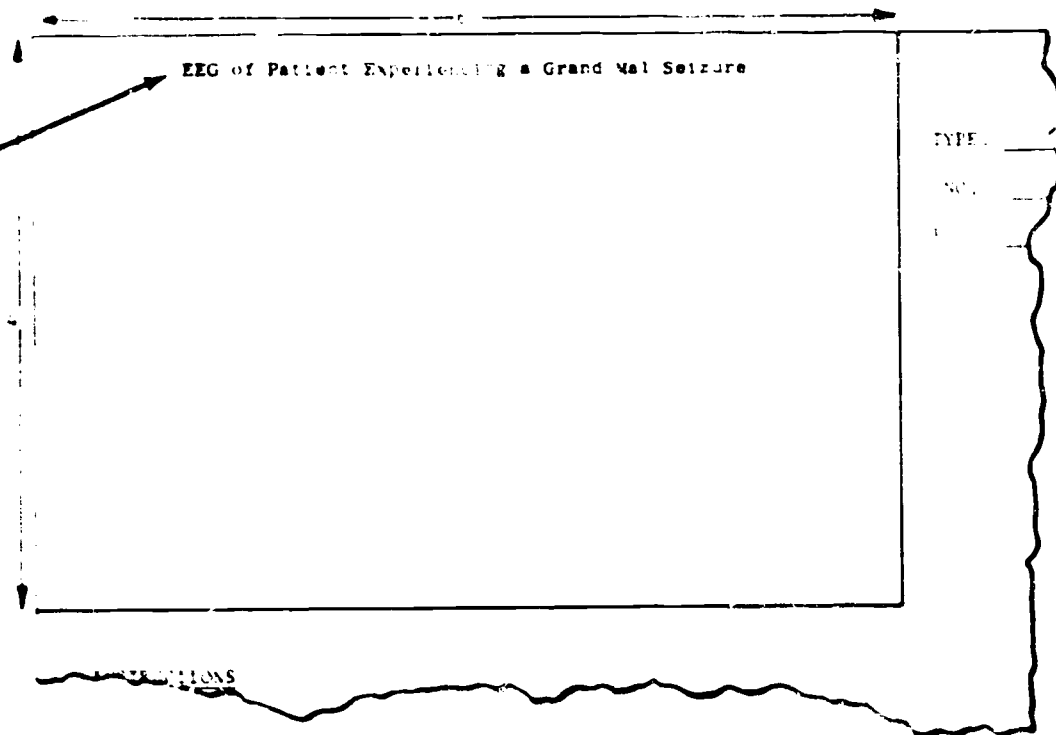
In four words, use both
letters

Other words, you may use

Put in the rectangle of
first illustration is neat
in the rectangle. Shade
with appropriate colored
color is a color that must
be in order for the slide

al color (shaded) on your

ERIC
Full Text Provided by ERIC
el
write a description of



ARTWORK—NO COPY

7. Should the artist prepare the artwork *exactly* as you have indicated?

YES—Write “Prepare artwork exactly as shown” in the space labeled “General” on the Sketch Form; then go to Step 9.

NO—Continue. Give the artist an idea of how you intend to use the slide and, if possible, the predominant audience level (age group, sex, education)

8. Will the artist need visual aids?

YES—Prepare the aids as follows:

- (a) Large objects: label with your name.
- (b) Photographs: number.
- (c) Small aids: put into a large envelope on which you’ve written your name.

In the space labeled “Aids” on the Sketch Form, write what each aid is and where the artist can find it

Now go to Step 9.

NO—Continue

The diagram shows a rectangular box representing the 'Sketch Form'. It is divided into two main sections. The top section is labeled 'INSTRUCTIONS' and contains a sub-section 'GENERAL' with the handwritten text: 'The audience will be teenagers, detailed sketch of the mouth, poisonous snake.' The bottom section is labeled 'AIDS' and contains the handwritten text: 'Photograph #3, in brown envelope'. Two arrows originate from the text on the left: one from 'NO—Continue. Give the artist an idea of how you intend to use the slide and, if possible, the predominant audience level (age group, sex, education)' points to the 'GENERAL' section, and another from 'In the space labeled “Aids” on the Sketch Form, write what each aid is and where the artist can find it' points to the 'AIDS' section.

artwork exactly as you

artwork exactly as
piece labeled "General"
form; then go to Step 9.

artist an idea of how
use the slide and, if
dominant audience level
(education)

follows:

label with your name.
number.
it into a large envelope
have written your name.

labeled "Aids" on the
what each aid is and
find it

INSTRUCTIONS

GENERAL *The audience will be teenagers. I want a detailed sketch of the mouth parts of a poisonous snake.*

CRITICAL THINK

AIDS *Photograph #2, in brown envelope*

ARTWORK—NO COPY

9. Have you designed a slide for each one of your points?

YES—Go to Page 49.

NO—Return to Page 4, Step 3 and repeat the design procedure for each remaining point.

PHOTOGRAPH WITH OR WITHOUT COPY

1. Read over the descriptive paragraph to review your objective and the items that must be included in the slides.

On a piece of scratch paper make a list of the things that should show clearly in the photograph

RBC

Karyosomal C

Peripheral C

Color of good

2. Look through magazines, booklets, photograph collections, etc., for a photograph which meets the requirements on your list. The photograph should also be of good quality; that is, it should be clear and

THOUT COPY

Paragraph to review your
must be included in the

make a list of the things
the photograph--→

RBC

Karyosomal Chromatin

Peripheral Chromatin

Color of good stain

PHOTOGRAPH WITH OR WITHOUT COPY

3. Is the photograph such a closeup view that the audience will have difficulty recognizing the subject?

YES —————→
—Continue.

NO—Go to Step 5.



4. Look for an appropriate longshot view to introduce the subject to the audience.

FOUND—You will make a separate slide for each photograph —————→

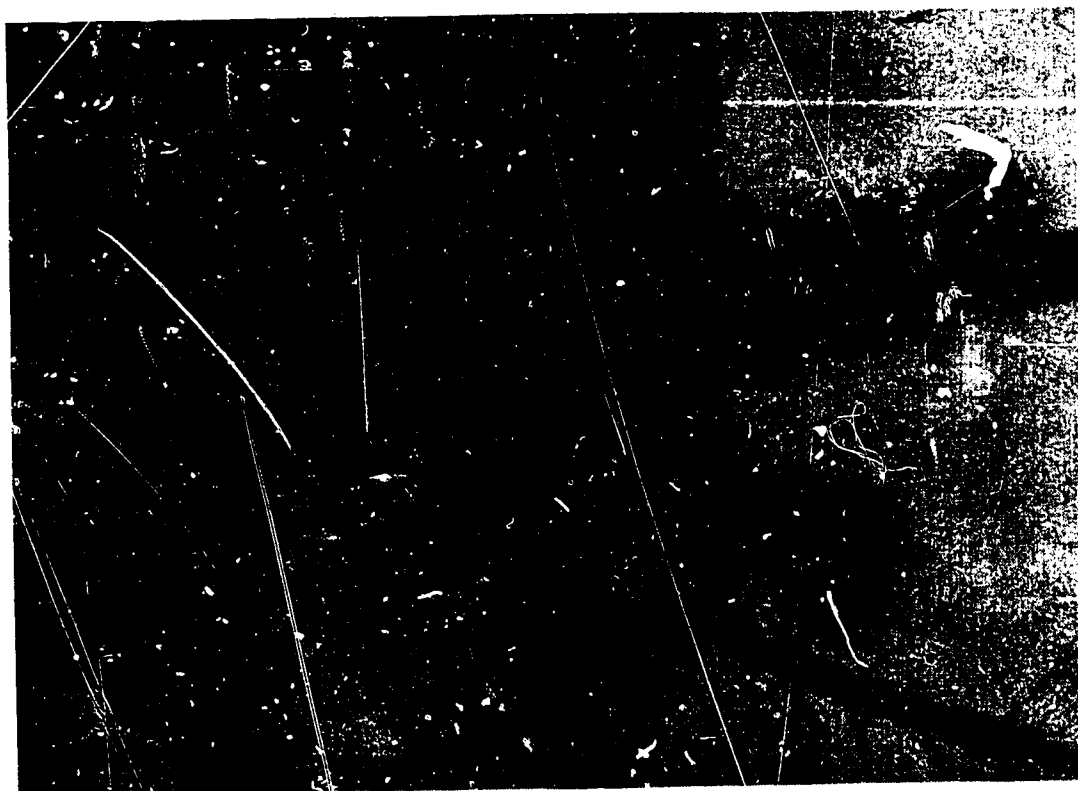
NOT FOUND—Return to Page 4, Step 3 and select another way to present the point — perhaps artwork.



OR WITHOUT COPY

uch, a closeup view that the
difficulty recognizing the subject?

o 5.



ate longshot view to introduce
ience.

will make a separate slide for
photograph

n to Page 4, Step 3 and select
er way to present the point —
ps k.



PHOTOGRAPH WITH OR WITHOUT COPY

5. Get permission to reproduce the photographs on slides and request a print.

Here are some guidelines:

Photographs from Publications

Look for a by-line giving credit for the photograph. If there is a by-line, write for permission to both the publisher and the photographer; also request a print.

If there is no by-line, write for permission to the publisher; also request a print.

Photographs from Collections

Write or ask the owner for permission.

[NOTE: If you must wait for a reply, you could start the design procedure on Page 4, Step 3 for any other points.]

6. When permission is received, proceed with Step 7. Of course, if permission is denied, you'll have to select another way of presenting the point — perhaps artwork; return to Page 4, Step 3.

PHOTOGRAPH WITH OR WITHOUT COPY

7. Will the slide have copy other than a title?

YES—Continue.

NO—Go to Page 46, Step 29.

8. Write out the copy on scratch paper; don't include a title at this point.
9. Revise as follows:

Mark out any information not essential to the point.

Make the wording as simple and concise as you can. (Remember, the slide is an aid; you will be verbally explaining it) —————→

*In spite of
Specimen A
deterioration
injected with
strain of the
exhibits much
deterioration*

10. Will the copy be labels?

WITHOUT COPY

ther than a title?

Step 29.

atch paper; don't include a

ormation not essential to the

as simple and concise as you
the slide is an aid; you will be

it) →

*In spite of the fact that
Specimen A exhibits little
deterioration; Specimen B,
~~injected with a rectified~~
~~strain of the virus~~
~~exhibits much more~~
deterioration.*

40, Step 19.

43

PHOTOGRAPH WITH OR WITHOUT COPY

EXAMPLE: Audience consists of the general

11. Are there any technical terms which a large number of persons in the audience could not define?

YES—Change the technical terms to lay terms

NO—Continue.

*The polygonoma
records in terms
millimeters of*

*The instrument
measuring blood*

EXAMPLE: Audience consists of medical do

12. Are there any lay terms which would insult a large number of persons in the audience?

YES—Change the lay terms to appropriate technical terms

NO—Continue.

*Below are T-4's
which attack
Note the tadpo
shape.*

bacterioplagic

13. CORRECT any mathematical or grammatical errors now.

44

WITHOUT COPY

EXAMPLE: Audience consists of the general public.

The polygonomanometer
records in terms of
millimeters of mercury.

The instrument for
measuring blood pressure.

which a large number
did not define?

technical terms to lay terms

EXAMPLE: Audience consists of medical doctors.

Below are T-4 viruses
which attack bacteria.
Note the tadpole-like
shape.

bacterioplagic viruses

which would insult a large
audience?

technical terms to appropriate

technical or grammatical errors

PHOTOGRAPH WITH OR WITHOUT COPY

14. Rewrite the copy, if necessary, allowing a maximum of six words per line.

Will the photograph take up half or more of the slide?

YES—Continue.

NO—Go to Page 39, Step 17.

15. How many lines are there?

THREE
or fewer—Go to Page 42, Step 22.

MORE
than three—Too many on one slide.
Continue.

16. Is there an *appropriate* place to divide the copy so that each part has three or fewer lines?

YES—Mark the division (each division will be developed as a separate slide)
Then go to Page 42, Step 22.

NO—Try revising the copy to three or fewer lines. If you succeed, go to Step 22; if not, return to Page 4, Step 3 and select another way to present the point.

one
slide

one
slide

*Films which
returned are
and scrutinizing
When a danger
is found, the
allows access
that it can*

R WITHOUT COPY

ecessary, allowing a maximum

up half or more of the slide?

89, Step 17.

re?

Page 42, Step 22.

many on one slide.
nue.

place to divide the copy so
or fewer lines?

division (each division will be
as a separate slide) —————→
Page 42, Step 22.

g the copy to three or fewer
ou succeed, go to Step 22; if
to Page 4, Step 3 and select
y to present the point.

45

one
slide

one
slide

*Films which have been
returned are rewound
and scrutinized for damage.*

*When a damaged portion
is found, the machine
allows access to it so
that it can be repaired.*

PHOTOGRAPH WITH OR WITHOUT COPY

17. How many lines are there?

FOUR
or fewer—Go to Step 22.

MORE
than four—Too many on one slide.
Continue.

18. Is there an appropriate place to divide the copy so that each part has four or fewer lines?

YES—Mark the division (each division will be developed as a separate slide)
Go now to Page 42, Step 22.

NO—Try revising the copy to seven or fewer lines. If you succeed, continue; if not, return to Page 4, Step 3 and select another way to present the point.

NOTE: The amount of detail in the photograph is the deciding factor for the maximum amount of copy. When in doubt, use LESS copy.

one
slide

one
slide

~~If you use pesticides in~~
~~make sure~~
area to be
is well
~~If you are~~
spray a bit
all dishes
as well as
where food
carefully and
and it is not

H OR WITHOUT COPY

there?

to Step 22.

Do many on one slide.
Continue.

Appropriate place to divide the copy so
four or fewer lines?

the division (each division will be
as a separate slide)
to Page 42, Step 22.

Dividing the copy to seven or fewer
If you succeed, continue; if not,
to Page 4, Step 3 and select
way to present the point.

detail in the photograph is the
maximum amount of copy. When in

one
slide

one
slide

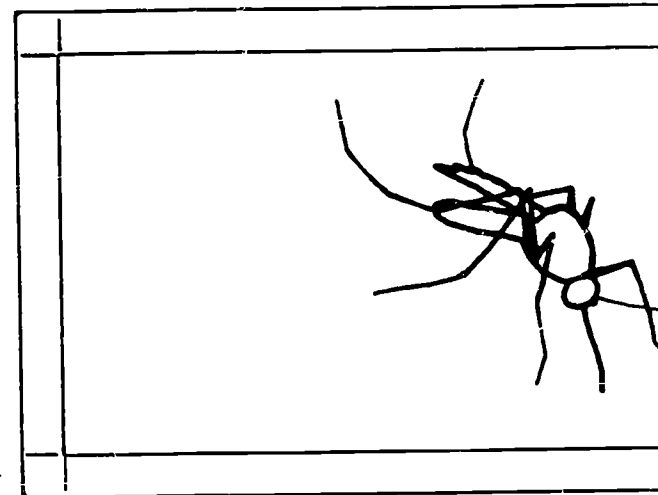
*~~If you will use the
pesticides indoors,
make sure that the
area to be sprayed
is well-ventilated.~~*

*~~If you are going to
spray a kitchen, cover
all dishes and food,
as well as surfaces
where food is prepared.
Carefully avoid the cov-
ered items when spraying.~~*

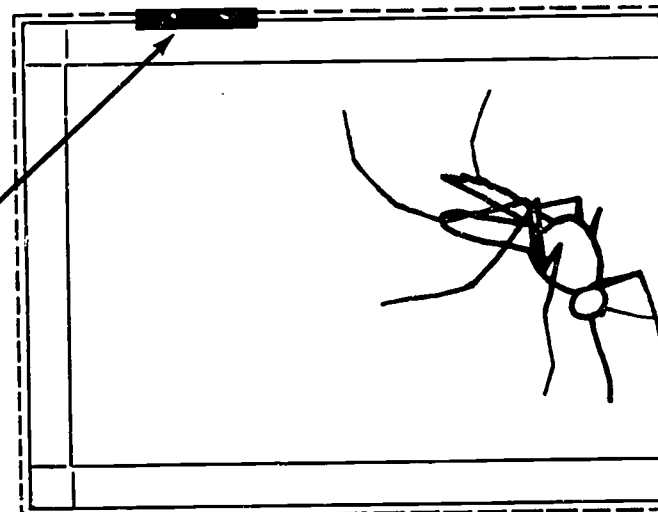
PHOTOGRAPH WITH OR WITHOUT COPY

19. For a photograph with labels, you must make a tissue overlay:

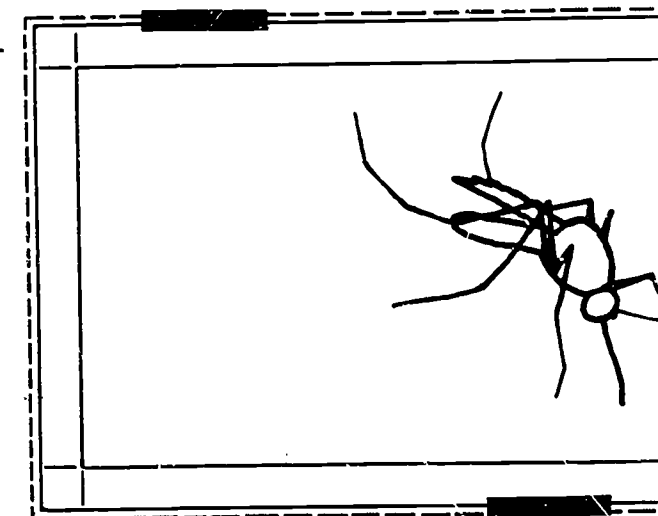
A. In the *white margin* of the photograph, put GUIDE marks (+) in each corner (these marks are sometimes called tic marks or registration points)



B. Cut a piece of tissue to the size of the photograph; place the tissue over the face of the photograph and fasten with tape



C. With the overlay in place, carefully trace over the guide marks in each corner



[The corner guide marks enable the tissue overlay, if it is removed, to be replaced in its original position.]

WITHOUT COPY

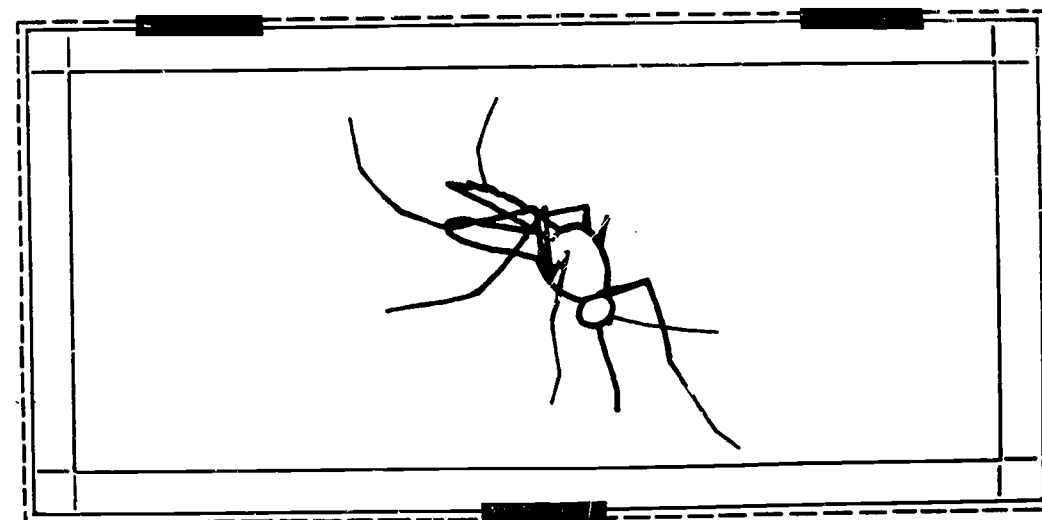
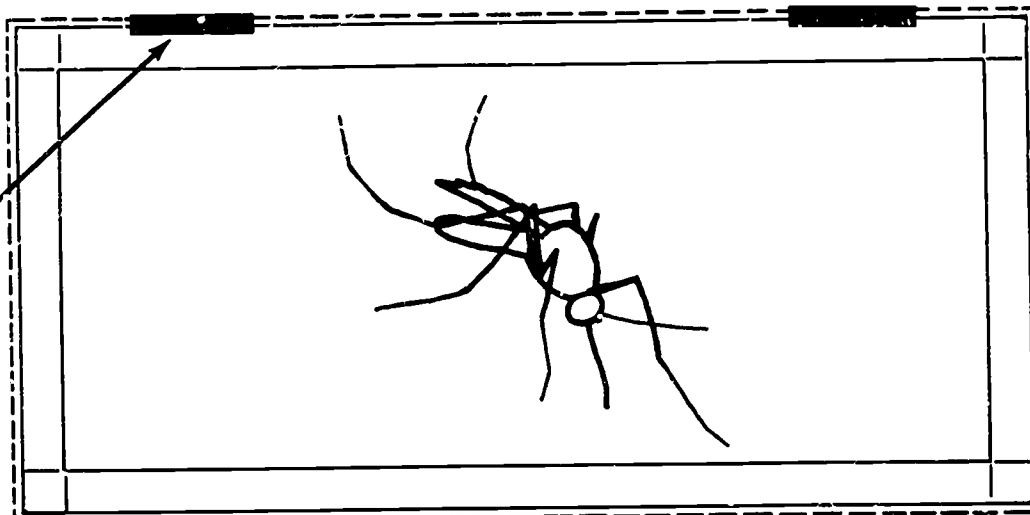
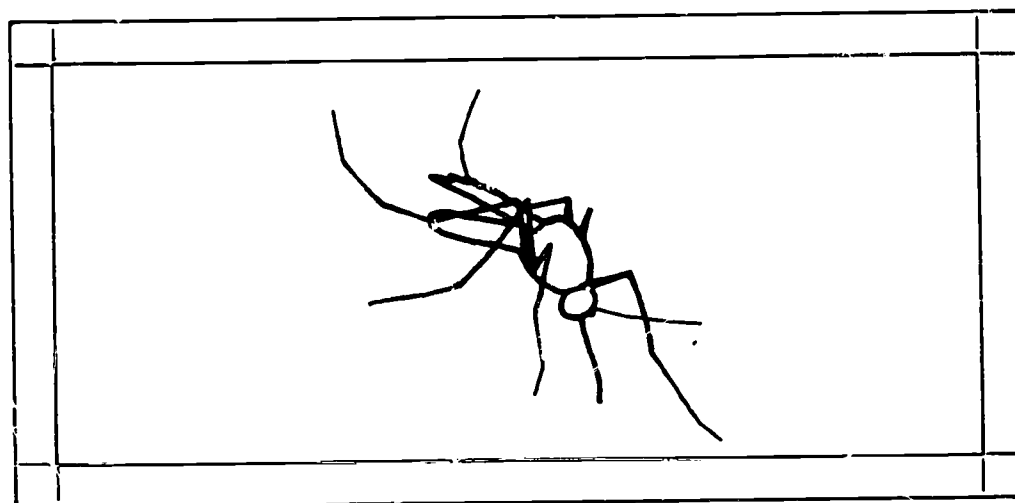
you must make a tissue

the photograph, put
sh corner (these marks
marks or registration

to the size of the
tissue over the face of
en with tape

ce, carefully trace over
corner

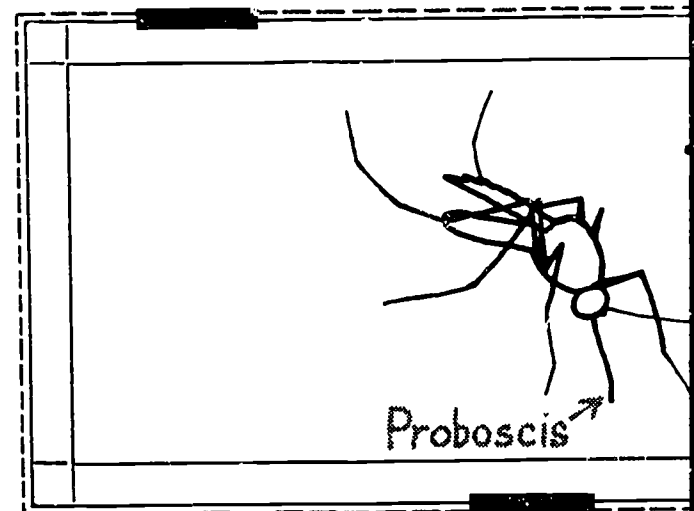
s enable the tissue over-
e replaced in its original



PHOTOGRAPH WITH OR WITHOUT COPY

CAUTION: When writing on the overlay, any pressure from the pencil will mark the photograph and will produce distortions in the finished slide. Writing on the reverse side of the photograph may also mark the photograph.

20. With the overlay still in place, using a *soft* lead pencil and a **VERY LIGHT TOUCH**, draw the arrows or lines to the exact area on the photograph; write in the copy _____



21. With the overlay in place, check the placement of the copy. Does the copy obscure necessary elements in the photograph?

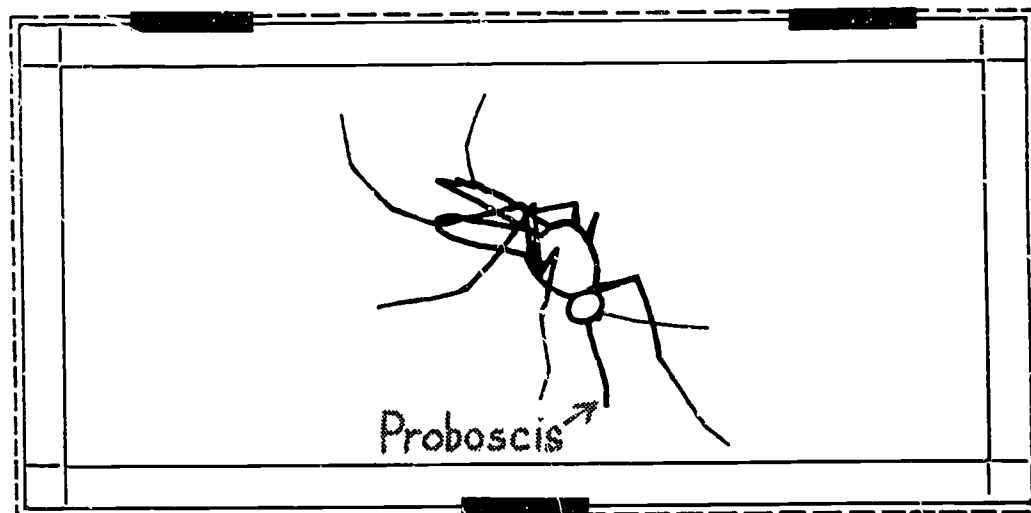
YES—Change the location of the copy; make a new tissue overlay if necessary.

NO—Continue.

UT COPY

any pressure from
will produce distort-
reverse side of the

ing a *soft* lead pencil
draw the arrows or
ograph; write in the



the placement of the
necessary elements in

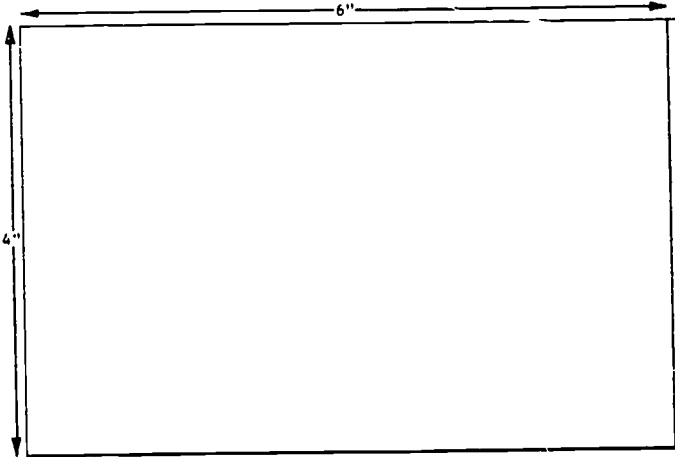
48

of the copy; make a
necessary.

PHOTOGRAPH WITH OR WITHOUT COPY

22. You'll need the following things to do the rough sketch that you will submit to the artist:

- the photograph(s) and any prepared copy or photographs with tissue overlay in place
- copies of the Sketch Form
- a pencil
- a typewriter



INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

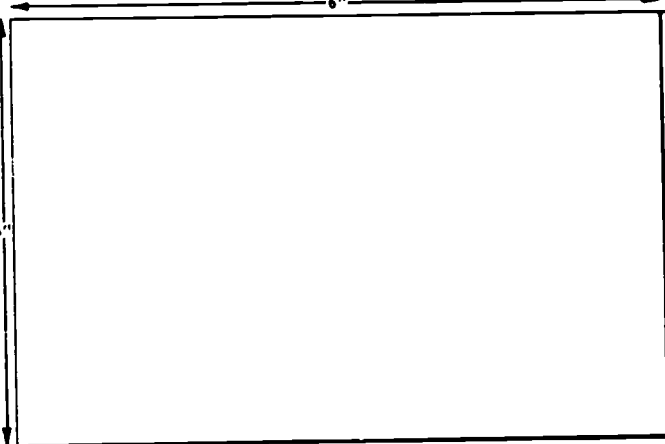
AIDS:

WITHOUT COPY

things to do the rough
to the artist:

d any prepared copy or
ue overlay in place

Form →

	TYPE: _____
	NO.: _____
	COPIES: _____
<u>INSTRUCTIONS</u>	
GENERAL:	
CRITICAL COLOR:	
AIDS:	

PHOTOGRAPH WITH OR WITHOUT COPY

23. Will the slide need a title?

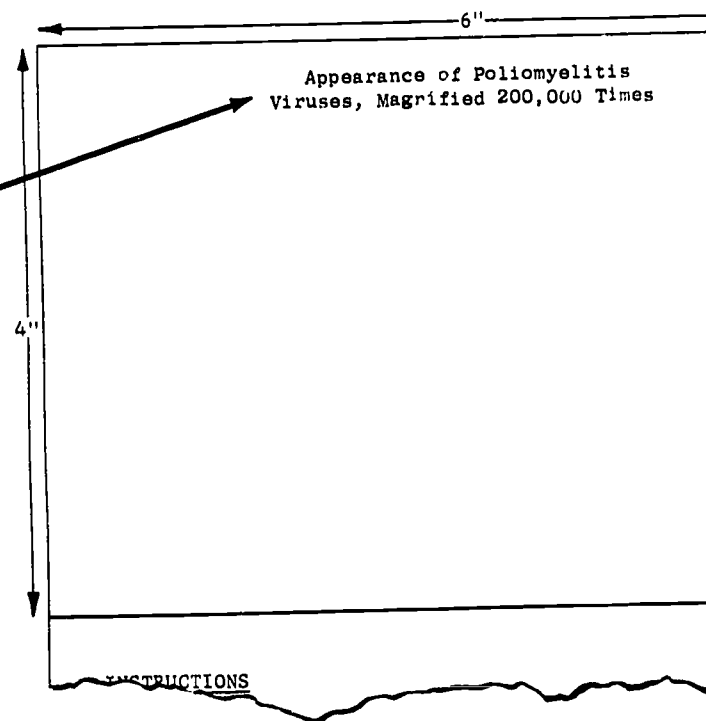
YES—Continue.

NO—Go to Step 25.

24. After you have composed the title, type it near the top of the 6" x 4" rectangle on each Sketch Form.

IF the title has *more than four* words, use both upper— and lowercase letters

IF it has four or fewer words, you may use uppercase only.



WITHOUT COPY

the title, type it near the
on each Sketch Form.

than four words, use both
letters

wer words, you may use

6"

4"

Appearance of Poliomyelitis
Viruses, Magnified 200,000 Times

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

PHOTOGRAPH WITH OR WITHOUT COPY

25. What part of the slide should the photograph occupy? Draw a straight line to mark off the area in the rectangle of each Sketch Form.

Number the photograph on the back — avoid using any pencil pressure. Write "Use photograph number _____" inside the outline. Then attach the photograph to a Sketch Form.

Remember, if you are using a longshot photograph to introduce the subject, keep the photographs in sequence.

6"

Appearance of Poliomyelitis Viruses
Magnified 200,000 Times

4"

Use photograph #2

INSTRUCTIONS

26. Type the appropriate copy, double-spaced, in the rectangles of separate Sketch Forms

If you are using labels, type the copy in the approximate places.

6"

Appearance of Poliomyelitis Viruses
Magnified 200,000 Times

Viruses look like tiny spheres in the electron microscope.

4"

Use photograph #2

INSTRUCTIONS

51

WITHOUT COPY

ould the photograph occupy?
o mark off the area in the
Form.

ograph on the back – avoid
pressure. Write “Use photo-
_____” inside the outline
photograph to a Sketch Form.

using a longshot photograph to
keep the photographs in

copy, double-spaced, in the
Sketch Forms

pels, type the copy in the

6"

Appearance of Poliomyelitis Viruses
Magnified 200,000 Times

4"

TYPE: _____
NO.: _____
COPIES: _____

Use photograph #2

INSTRUCTIONS

6"

Appearance of Poliomyelitis Viruses
Magnified 200,000 Times

4"

Viruses look like tiny spheres in the electron
microscope.

TYPE: _____
NO.: _____
COPIES: _____

Use photograph #2

INSTRUCTIONS

PHOTOGRAPH WITH OR WITHOUT COPY

27. IMPORTANT: If the copy is *divided*, there should be two forms indicating the closeup; type the copy division, double-spaced, separately in the 6" x 4" rectangles of these Sketch Forms

28. Have you designed a slide for every one of your points and/or divisions of copy?

YES—Go to Page 49.

NO—Return to Page 4, Step 3 and repeat the design procedure for each remaining point.

6"

Aedes aegypti Mosquito
in Adult Stage

Transmits Dengue and Yellow Fever

4"

Use Closeup photograph

INSTRUCTIONS

6"

Aedes aegypti Mosquito
in Adult Stage

Note the white lines on the thorax and
white rings on the tarsi of the legs.

4"

Use Closeup photograph

INSTRUCTIONS

OR WITHOUT COPY

copy is *divided*, there should be
the closeup; type the copy
d, separately in the 6" x 4"
ch Forms—

slide for every one of your
of copy?

49.

Page 4, Step 3 and repeat the
cedure for each remaining

6"		TYPE: _____ NO.: _____ COPIES: _____
<p><u>Aedes aegypti</u> Mosquito in Adult Stage</p> <p>Transmits Dengue and Yellow Fever.</p>		
4"	<p><i>Use closeup photograph #2</i></p>	
INSTRUCTIONS		

6"		TYPE: _____ NO.: _____ COPIES: _____
<p><u>Aedes aegypti</u> Mosquito in Adult Stage</p> <p>Note the white lines on the thorax and the white rings on the tarsi of the legs.</p>		
4"	<p><i>Use closeup photograph #2</i></p>	
INSTRUCTIONS		

52

PHOTOGRAPH WITH OR WITHOUT COPY

29. You'll need the following items to do the rough sketch that you will submit to the artist:

- the photograph(s)
- copies of the Sketch Form
- a pencil
- a typewriter

30. Will the slide need a title?

YES--Continue.

NO--Go to Step 32.

31. Compose the title and type it near the top of the 6" x 4" rectangle on each Sketch Form.

IF the title has *more than four* words use both upper- and lowercase letters

IF it has four or fewer words, you may use uppercase only.

6"

4"

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

6"

4"

Rats in the Control Group

INSTRUCTIONS

WITHOUT COPY

Items to do the rough
to the artist:

Form

Place it near the top of the
Sketch Form.

More than four words use both
letters

For over words, you may use

6"

4"

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

AIDS:

6"

4"

Rats in the Control Group

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

PHOTOGRAPH WITH OR WITHOUT COPY

32. Number each photograph that you have on the back in the margin area. Write "Use photograph number _____" in the 6" x 4" rectangle of the Sketch Form; then attach the photograph to the Form

6"

Rats in the Control Group

4"

Use photograph

INSTRUCTIONS

33. Have you designed a slide for every one of your points?

YES—Go to Page 49.

NO—Return to Page 4, Step 3 and repeat the design procedure for each remaining point.

OR WITHOUT COPY

aph that you have on the back
Write "Use photograph num-
6" x 4" rectangle of the Sketch
photograph to the Form

6"

Rats in the Control Group

4"

Use photograph # 5

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

a slide for every one of your

ge 49.

o Page 4, Step 3 and repeat the
procedure for each remaining

TITLE SKETCHES

1. Do you want to use any Title slides to introduce your presentation or to introduce subgroups in your presentation?

YES—Continue.

NO—Go to Page 50.

2. Take a copy of the Sketch Form for each Title slide you want to make. Under the word "Copies" in the upper right corner, write "Title Only"

3. Type *each title* on separate Sketch Forms in the 6" x 4" rectangles.

IF the title has *more than four* words, use both upper— and lowercase letters.

IF the title has four or fewer words, you may use uppercase only

4. Go to Page 50.

6"	
4"	
<u>INSTRUCTIONS</u>	
GENERAL:	
CRITICAL COLOR:	
AIDS:	
6"	
4"	
PREVENTIVE TECHNIQUES	
<u>INSTRUCTIONS</u>	

to introduce your
groups in your

for each Title slide
"Copies" in the

on Forms in the

words, use both

words, you may

6"

4"

TYPE: _____

NO.: _____

COPIES: _____

Title Only

INSTRUCTIONS

GENERAL

CRITICAL COLOR

AIDS

6"

4"

TYPE: _____

NO.: _____

COPIES: _____

PREVENTIVE
TECHNIQUES

INSTRUCTIONS

55

ORGANIZING MATERIALS

1. Examine all of your Sketch Forms for errors. If possible, make the examination the *day after* completing the sketches. You will be more likely to catch errors or omissions that you had previously overlooked.
2. Arrange your rough Sketch Forms in the order in which they will be presented. (The sketches could be spread out on a table or tacked to a board.)

Next, rehearse the presentation, correlating your narrative with the sketches; make any sequence changes needed.

3. In the upper right corner on each Sketch Form fill in the following information:

(a) How the slide is to be finished

TYPE:

35mm slide

(b) The numbers in *sequence* of all your Sketch Forms, including those for title slides

NO.:

1

COPIES:

2

(c) The number of copies you will need

4. Duplicate the Sketch Forms, using any duplicating process machine. If none is available, copy the Sketch Forms and *file* the copies.

S

Sketch Forms for errors. If
ination the *day after* com-
will be more likely to catch
you had previously over-

Sketch Forms in the order in
ted. (The sketches could be
tacked to a board.)

resentation, correlating your
ches; make any sequence

on each Sketch Form fill in

is to be finished

s in *sequence* of all your
s, including those for title

of copies you will need

orms, using any duplicating
is available, copy the Sketch

	TYPE: <u>35mm Slide</u>
	NO.: <u>1</u>
	COPIES: <u>2</u>

ORGANIZING MATERIALS

5. Fill out a requisition for services. Most art departments use a standard form, which includes a copy for your files. If your art service does not have a form, you will have to ask the number of copies of the requisition required; always make an additional copy for your files.

Your requisition should include the following information:

- (a) Who is requesting the services; this is usually your name or the unit, activity, etc., for whom you work _____
- (b) Your address and phone number _____
- (c) The present date and the date the finished work is required; usually art services ask for 10-15 *working* days, but a large number of complex materials may require more _____

Requisition for Art S

Requested by: Robert Smith,
Bldg. I, Room 216,
Date Requ

1. Prepare slides from Ske

2. Please send drawings and
previewed by me before

6. Your requisition should order the following services:

- (a) That the necessary copy and artwork be prepared from each Sketch Form _____
- (b) That the pieces of copy and artwork be submitted to you when they are ready for checking and approval before the finished slides are made _____

7. File one copy of the requisition.

ALS

For services. Most art depart-
ment, which includes a copy for
service does not have a form,
the number of copies of the
ways make an additional copy

include the following infor-

requesting the services; this is
your name or the unit, activity,
from you work

Address and phone number

Start date and the date the
work is required; usually art
for 10-15 working days, but a
number of complex materials may
be

and order the following services:

Necessary copy and artwork be
from each Sketch Form

Pieces of copy and artwork be
to you when they are ready for
and approval before the finished
made

Requisition.

Requisition for Art Services

Date: 2/15/70

Requested by: Robert Smith, M.D.

Bldg. I, Room 216, Tel. Ext. 103

Date Required: 3/10/70

1. Prepare slides from Sketch Forms 1-6.

2. Please send drawings and copy to be
previewed by me before finalizing.

INFORMING ARTIST

READ STEPS 8-11 ON THIS PAGE CAREFULLY
BEFORE MEETING WITH THE ARTIST

8. Set up a meeting with the artist. When it is time for the meeting, take the following items with you:

- all Sketch Forms
- any photographs to be used on slides
- any visual aids for the artist
- the requisition and the required number of copies

9. At the artist's studio . . .

Are there any sketches with critical color indicated?

YES--Continue.

NO--Go to Step 11.

10. Ask to see the artist's color charts. Select the best color for each critical area and write the number or identifying label for that color on the Sketch Form beside the description of the critical color area

INSTRUCTIONS	
GENERAL:	
CRITICAL COLOR:	<i>Area shaded brown</i> <i>Area shaded orange</i> <i>Area shaded yellow</i>
AIDS:	

11. Turn in all materials to the artist; answer any questions.

ON THIS PAGE CAREFULLY
H THE ARTIST

with the artist. When it is time for
the following items with you:

forms
photos to be used on slides
notes for the artist
on and the required number of

0 . . .

ches with critical color indicated?

ie.

Step 11.

ist's color charts. Select the best
ical area and write the number or
er that color on the Sketch Form
on of the critical color area

<u>INSTRUCTIONS</u>	
GENERAL:	
CRITICAL COLOR:	<i>Area shaded brown - # 462;</i> <i>Area shaded orange - # 19;</i> <i>Area shaded yellow-brown - # 23.</i>
AIDS:	

aterials to the artist; answer any

CORRECTING COPY AND ARTWORK

12. When you have been notified that the copy and artwork are ready for checking...

Take your duplicate copies of the Sketch Forms to the artist's studio. Check the copy and artwork against the Sketch Forms for errors; also check the critical colors.

IF there are any errors—Continue.

IF there are no errors—Go to Step 14.

13. Write the corrections for each slide on separate sheets of paper; also write that you want to see the revised artwork and copy

Attach each paper to the appropriate piece; then return the artwork and copy to the artist.

Repeat Steps 12 and 13 until the artwork and copy have been produced correctly. Then continue.

#16

Correct spelling of *Ran*
in work table title.

Change total of freq
to 104.

Please notify me when
the revised artwork
and copy are ready.

D ARTWORK

notified that the copy and
checking...

ocate copies of the Sketch
ist's studio. Check the copy
nst the Sketch Forms for
the critical colors.

rors—Continue.

ers—Go to Step 14.

each slide on separate sheets
t you want to see the revised

the appropriate piece; then
copy to the artist.

3 until the artwork and copy
rectly. Then continue.

#16

*Correct spelling of Random
in work table title.*

*Change total of frequency~
to 104.*

*Please notify me when
the revised artwork
and copy are ready.*

CHECKING FINISHED SLIDES

14. When you receive the finished slides, check each one for errors and legibility.

Test the legibility of each slide by projecting it —OR— hold each slide one foot from your eyes and try to read it.

ALL slides satisfactory—Continue.

ONE or more slides not satisfactory—

Type a requisition in duplicate (one copy for your files) on which you indicate the revisions to be made—

Then take the requisition and the unsatisfactory slide back to the artist. When the new slides are ready, repeat Step 14.

15. Does your agency keep a file of the artwork used to make slides?

YES—Have the artist turn artwork over to the person in charge of the files.

NO—File the artwork and rough sketches in your own files.

16. Complete any further preparations for your presentation.

Date Req

Requested by: Rob't Smith,
Bldg. I, Rm. 216

1. Lateral view of lung need the upper lobe, apical and photograph.
2. Please send revision for approval.

IDES

ished slides, check each one

each slide by projecting
one foot from your eyes and

Continue.

satisfactory—
in duplicate (one copy
which you indicate the

position and the unsat-
isfaction to the artist. When
ready, repeat Step 14.

a file of the artwork used to

artist turn artwork over to the
charge of the files.

work and rough sketches in
es.

preparations for your presenta-

Date: 3/1/70
Date Required: 3/10/70
Requested by: Rob't Smith, M.D.
Bldg. I, Rm. 216 Tel. Ext.: 103

1. Lateral view of lung needs more detail in the upper lobe, apical area. See attached photograph.
2. Please send revision for checking and approval.

TYPE: _____

NO.: _____

COPIES: _____

INSTRUCTIONS

GENERAL:

CRITICAL COLOR:

61

AIDS:

